

(b) *Other radio services.* In any other radio service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new station, or for an extension or enlargement of service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider a like application involving service of the same kind to the same area by the same applicant, or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order: Provided, however, That the Commission may waive the requirements of this rule in situations affecting safety of life or property.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf of or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

Action on Applications

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within twenty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where an application for radio facilities is proper upon its face but the Commission is unable to determine upon examination of the same that the granting of such application either in whole or in part, would serve public interest, con-

venience or necessity, the Commission will designate the same for hearing and the following procedure will govern it:

(a) The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing, together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application.

(b) In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission a written appearance stating that he will appear and present evidence on the issues specified in the statement of reasons furnished by the Commission on such date as may be fixed for the hearing. In cases other than standard broadcast, high frequency broadcast, international broadcast and television, the applicant will accompany his appearance with an additional copy of his application and supporting documents.

Answers to Notices of Violation

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however,* That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations,

and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

Revocation and Modification of Station Licenses

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a

statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Suspension of Operator Licenses

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission, shall deem appropriate. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.

Proceedings. Proceedings for the suspension of an operator's license shall in all cases be initiated by the entry of an order of suspension. Respondent will be given notice thereof together with notice of his right to be heard and to contest the proceeding. The effective date of the suspension will not be specified in the original order but will be fixed by subsequent motion of the Commission in accordance with the conditions specified above. Notice of the effective date of suspension will be given respondent, who shall send his operator license to the office of the Commission in Washington, D. C., on or before the said effective date, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

RULES APPLICABLE TO STATIONS ENGAGED IN CHAIN BROADCASTING

Licensing Requirements

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization¹ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding express or implied, with a network organization which provides, by original term, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than two years: *Provided*, That a contract, arrangement, or understanding for a period up to two years, may be entered into within 120 days prior to the commencement of such period.

No license shall be granted to a standard broadcast station which options² for network programs any time subject to call on less than 56 days' notice, or more time than a total of three hours³ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m.; 11:00 p.m. to 8:00 a.m.⁴ Such options

may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control⁵ with a network organization, for more than one standard broadcast station where one of the stations covers substantially the service area

¹ The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

² As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

³ All time options permitted under this section must be for specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁴ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

⁵ The word "control" as used herein, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

of the other station, or for any standard broadcast station in any locality where the existing standard broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing. (Effective date of this section may be extended from time to time with respect to any station in order to permit the orderly disposition of properties.)

No license shall be issued to a standard broadcast station affiliated with a network organization which maintains more than one network: *Provided*, That this regulation shall not be extended from time to time if such networks are not operated simultaneously, or if there is no substantial overlap in

the territory served by the group of stations comprising each such network. (Effective date of this section shall be suspended indefinitely and any further order of the Commission placing said section in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.)

No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

FCC REGULATIONS REGARDING NATIONAL DEFENSE

Any common carrier or the licensee of any radio station subject to the Communications Act may utilize its facilities to render free service to the government for military or naval communications in preparation for national defense. The government agency concerned will keep the Commission generally informed of the services of this kind accepted. Nothing herein or in any other regulation of the Commission shall be construed to require any such carrier or station to participate in any such communication.

The Federal Communications Commission may authorize the licensee of any radio station during a period of national emergency to

operate its facilities upon such frequencies with such power and points of communication, and in such a manner beyond that specified in the station license as may be requested by the Army or Navy.

No provision of the Commission's Rules and Regulations shall, in time of war, prevent the master of any vessel of the United States from taking any action whatsoever in regard to the radio installation, the operators, the transmission and receipt of messages, and the radio service of the ship whenever in his discretion such action is necessary to carry out the instructions of the United States naval control officers and other instructions issued by the Navy Department.



1940—GROWTH OF RADIO STATIONS—1942

As of:	Licensed Stations	Construction Permits	Special Broadcast Stations	Total
January 1940	761	49z	4	814
February 1940	765	48z	4	817
March 1940	767	51z	4	822
April 1940	771	48z	4	823
May 1940	775	47z	4	826
June 1940	779	53z	4	836
July 1940	787	56z	y	851
August 1940	795	58z	y	864
September 1940	802	57z	y	867
October 1940	806	54z	y	868
November 1940	812	52z	y	872
December 1940	820	51z	y	881
January 1941	826	51	5	882
February 1941	830	46	5	881
March 1941	831	54	5	890
April 1941	832	54	5	891
May 1941	831	55	5	891
June 1941	844	48	5	897
July 1941	854**	43	—	897
August 1941	859**	44	—	903
September 1941	859**	53	—	912
October 1941	869**	44	—	913
November 1941	877**	38	—	915
December 1941	882**	37	—	919
January 1942	887	36	—	923
February 1942	891	32	—	923
March 1942	893	31	—	924
April 1942	897	27	—	924
May 1942	899	25	—	924
June 1942	906	18	—	924
July 1942	906	19	—	925
August 1942	905	16	—	921
September 1942	906	14	—	920
October 1942	908	11	—	919
November 1942	910	9	—	919
December 1942	919	9	—	918

*Including one stay order.

†Including two stay orders.

§Including four stay orders.

xAnnual report shows 748, additional station being in Court of Appeals.

zIncluding one construction permit for a special broadcast station.

ySpecial Broadcast Stations total is included in total of licensed stations.

**This figure includes the 5 Special Broadcast Stations.

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 Salt Lake City, Utah

ALBERTSON, FRED W.
 Munsey Building
 Washington, D. C.

ASHBY, A. L.
 30 Rockefeller Plaza
 New York, N. Y.

BAILEY, CLYDE S.
 1292 National Press Bldg.
 Washington, D. C.

BALDWIN, JAMES W.
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 National Press Building
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 St. Paul, Minn.

BEEBE, RAYMOND N.
 815 Fifteenth St., N. W.
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BEELAR, LT. COL. DONALD C.
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BENNETT, ANDREW W.
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 Earle Bldg.
 Washington, D. C.

BLANTON, WILLIAM N., JR.
 3020 Gulf Bldg.
 Houston, Texas

BORUT, FRANK
 222 Broadway
 New York, N. Y.

BRACELEN, CHARLES M.
 195 Broadway
 New York, N. Y.

BRADLEY, FONTAINE C.
 Union Trust Bldg.
 Washington, D. C.

BRADY, JOHN B.
 701 Colorado Bldg.
 14th and G Sts., N.W.
 Washington, D. C.

BURR, KARL E.
 33 North High St.
 Columbus, Ohio

CAIDIN, REUBEN
 P. O. Box A
 Brentwood, L. I., N. Y.

CALDWELL, LOUIS G.
 National Press Bldg.
 Washington, D. C.

CALLAHAN, LEONARD DAVID
 113 West 42nd St.
 New York, N. Y.

CALLISTER, REED E.
 650 So. Spring St.
 Los Angeles, Calif.

CAMBKON, CHARLES RAY
 355 Senate Office Bldg.
 Washington, D. C.

CANFIELD, AUSTIN F.
 627 Woodward Bldg.
 Washington, D. C.

CANNON, DAVID H.
 650 So. Spring St.
 Los Angeles, Calif.

CARRIGAN, JOE B.
 Kemp Hotel
 Wichita Falls, Texas

CARSON, BYRON G.
 1010 Vermont Ave.
 Washington, D. C.

CHOPNICK, MAX
 9 East 46th St.
 New York, N. Y.

CLEARY, LESLIE A.
 404 Stanislaus County Off.
 Bldg.
 Modesto, Calif.

COGSWELL, ROBERT F.
 Hibbs Bldg.
 Washington, D. C.

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 Colorado Bldg.
 Washington, D. C.

COHN, SIDNEY ELLIOTT
 20 West 43rd St.
 New York, N. Y.

COLEMAN, J. RANDOLPH, JR.
 725 - 13th St., N. W.
 Washington, D. C.

COLIN, RALPH F.
 165 Broadway
 New York, N. Y.

COLLADAY, E. F.
 1331 G St., N. W.
 Washington, D. C.

COWAN, ARTHUR W. A.
 311 Liberty Trust Bldg.
 Broad and Arch Sts.
 Philadelphia, Pa.

CURRY, JOHN R.
 910 Shoreham Bldg.
 Washington, D. C.

CURTIS, JAMES ROBERT
 Radio Station KFRO
 Longview, Texas

DALBERG, MELVIN H.
 National Press Bldg.
 Washington, D. C.

DAVID, ALAN B.
 Munsey Bldg.
 Washington, D. C.

DAVIS, JOHN MORGAN
 Lincoln Liberty Bldg.
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 815 - 15th St., N.W.
 Washington, D. C.

DENSLOW, L. ALTON
Colorado Bldg.
Washington, D. C.

DERIG, WILL M.
Dept. of Public Service
Olympia, Washington

DIAMOND, MILTON
598 Madison Ave.
New York, N. Y.

DIAMOND, SIDNEY A.
1637 K Street, N. W.
Washington, D. C.

DRAIN, DALE D.
1422 F St., N. W.
Washington, D. C.

DRISCOLL, H. D.
406 Southern Bldg.
Washington, D. C.

DUNBAR, FRANK C.
3230 A.U. Bldg.
Columbus, Ohio

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311 Calif. St.
San Francisco, Calif.

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902 Earle Bldg.
Washington, D. C.

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195 Broadway
New York, N. Y.

EMISON, JOHN RABB
500 Oliphant Bldg.
Vincennes, Ind.

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801 Guarantee Bldg.
Detroit, Mich.

FAEGRE, J. B.
Northwestern Bank Bldg.
Minneapolis, Minn.

FEEN, A. PEARLEY
119 S. Winooski Ave.
Burlington, Vt.

FISHER, BEN S.
Earle Building
Washington, D. C.

FLEMING, NOEL W.
Northwestern Bell Tel. Co.
420 Third Ave.
South Minneapolis, Minn.

FLETCHER, FRANK U.
Munsey Bldg.
Washington, D. C.

FLETCHER, STEPHEN H.
165 Broadway
New York, N. Y.

FOE, GLEN H.
Stuart Bldg.
Lincoln, Nebr.

FOLEY, JAMES
1111 Munsey Bldg.
Washington, D. C.

FRANCIS, JOHN J.
Raymond Commerce Bldg.
Newark, N. J.

GALLAGHER, JAMES E., JR.
1222 Real Estate Trust Bldg.
Philadelphia

GARDNER, ADDISON J., JR.
231 South La Salle St.
Chicago, Ill.

GEIGER, ALFRED L.
First National Bank Bldg.
Tampa, Fla.

GEORGE, ARTHUR T.
140 New Montgomery St.
San Francisco, Calif.

GEORGE, CARL E.
Hotel Statler
Cleveland, Ohio

GERBER, GUSTAVE AUGUSTUS
120 W. 42nd St.
New York, N. Y.

GERRITY, HARRY J.
Hill Bldg.
Washington, D. C.

GIBBONS, JOHN F.
66 Broad St.
New York, N. Y.

GIBBS, DELBRIDGE L.
Radio Station WFAA
Dallas, Texas

GOLDSTEIN, DAVID
Electric Bldg.
Asbury Park, N. J.

GOODRICH, PIERRE F.
Electric Bldg.
Indianapolis, Ind.

GOODWIN, BERNARD
1501 Broadway
New York, N. Y.

GORDON, SPENCER
Union Trust Bldg.
Washington, D. C.

GRANIK, THEODORE
1627 K Street, N. W.
Washington, D. C.

GRIMSHAW, IRA L.
30 Rockefeller Plaza
New York, N. Y.

GUIDER, JOHN W.
Colorado Bldg.
Washington, D. C.

HALE, WINFIELD B.
P. O. Box 105
Rogersville, Tenn.

HALEY, ANDREW G.
608 Earle Bldg.
Washington, D. C.

HANLEY, JAMES H.
Tower Bldg.
Washington, D. C.

HANSON, WILLIAM A.
Insurance Exchange Bldg.
Kansas City, Mo.

HANSON, ELISHA
729 15th St., N. W.
Washington, D. C.

HAUSMAN, ALBERT E.
Wainwright Bldg.
St. Louis, Mo.

HAYDEN, JAMES J.
Woodward Bldg.
Washington, D. C.

HEFFRON, EDWARD J.
1312 Massachusetts Ave. N.W.
Washington, D. C.

HENNESSEY, PHILIP J., JR.
810 Colorado Bldg.
Washington, D. C.

HERRIOTT, IRVING
120 South LaSalle St.
Chicago, Ill.

HEWES, HAYDEN L.
15 Evans Bldg.
Riverside, Calif.

HIDALGO, EDW. K.
407 Union Trust Bldg.
Washington, D. C.

HILDRETH, MELVIN D.
Evans Building
Washington, D. C.

HORNE, RICHARD C.
McGill Bldg.
Washington, D. C.

HOSHOUR, HARVEY S.
50 Oliver St.
Boston, Mass.

HOWARD, HENRY, JR.
CRS
485 Madison Ave.
New York, N. Y.

HOWLETT, HAROLD E.
Pontiac Bank Building
Pontiac, Mich.

HURLEY, JOHN J.
Normandy Bldg.
Washington, D. C.

HURT, WILLSON
30 Rockefeller Plaza
New York, N. Y.

HUTCHINSON, MARTIN A.
Central National Bank Bldg.
Richmond, Va.

HYDE, CHARLES A.
Engineers Bldg.
Cleveland, Ohio

HYDE, ROSEL H.
Federal Communications Com.
Washington, D. C.

IRWIN, ELLIS C.
1417 Canal Bank Bldg.
New Orleans, La.

JACOBS, CARL M.
Union Central Bldg.
Cincinnati, Ohio

JACOBS, SAMUEL
75 State St.
Albany, N. Y.

JAMES, WILLIAM R.
Roosevelt Bldg.
Los Angeles, Calif.

JAMESON, GUILFORD
1100 Investment Bldg.
Washington, D. C.

JANSKY, MAURICE M.
815 Fifteenth St., N. W.
Washington, D. C.

JEVONS, RICHARD A.
1312 Saratoga Ave.
Washington, D. C.

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Star Bldg.
Washington, D. C.

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Munsey Bldg.
Washington, D. C.

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R. A. Long Bldg.
Kansas City, Mo.

KAHN, ALEXANDER
220 Broadway
New York, N. Y.

KARBE, OTTO F.
231 Wainwright Bldg.
St. Louis, Mo.

KAYE, SYDNEY M.
165 Broadway
New York, N. Y.

KELLER, JOSEPH E.
Munsey Bldg.
Washington, D. C.

KENDALL, JOHN C.
U. S. Bank Bldg.
Portland, Oregon

KENDALL, JOHN W.
U. S. National Bank Bldg.
Portland, Ore.

KERN, HOWARD L.
143 Liberty St.
New York, N. Y.

KERR, WILLIAM L.
Box 190
Pecos, Texas

KIMBALL, RALPH H.
60 Hudson St.
New York, N. Y.

KOPLETZ, FRANK M.
National Bank Bldg.
Detroit, Mich.

KOPLOVITZ, WILLIAM C.
815 - 15th St., N. W.
Washington, D. C.

KURRIE, THOMPSON
622 State Life Bldg.
Indianapolis, Ind.

KURTZ, ALVIN A.
Public Utilities Commission
Salem, Oregon

LaBRUM, J. HARRY
1507 Packard Bldg.
Philadelphia, Pa.

LADNER, HENRY
30 Rockefeller Plaza
New York, N. Y.

LAMB, WILLIAM H.
1835 Arch St.
Philadelphia, Pa.

LANCASTER, W. EMERY
715 W. C. U. Bldg.
Quincy, Ill.

LANDA, ALFONS B.
815 15th St., N. W.
Washington, D. C.

LANDON, S. WHITNEY
32 Sixth Ave.
New York, N. Y.

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Shoreham Bldg.
Washington, D. C.

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Michigan State Police
Detroit, Mich.

LEROY, HOWARD S.
Colorado Bldg.
Washington, D. C.

LEVINE, J. L.
Hamilton Nat'l Bank Bldg.
Chattanooga, Tenn.

LEVINSON, LOUIS
1622 Chestnut St.
Philadelphia, Pa.

LEVY, ISAAC D.
1622 Chestnut St.
Philadelphia, Pa.

LITTLEPAGE, JOHN M.
Investment Bldg.
Washington, D. C.

LITTLEPAGE, THOMAS P., JR.
Investment Bldg.
Washington, D. C.

LOHNES, HORACE L.
Munsey Bldg.
Washington, D. C.

LOUCKS, PHILIP G.
National Press Bldg.
Washington, D. C.

LOVETT, ELIOT C.
729 15th St., N. W.
Washington, D. C.

McCAULEY, RAYMOND F.
959 Eighth Ave.
New York, N. Y.

McCORMICK, H. L.
Munsey Bldg.
Washington, D. C.

McDONALD, JOSEPH A.
c-o NBC
Merchandise Mart
Chicago, Ill.

McKINNEY, HAVES
105 West Adams St.
Chicago, Ill.

MARKS, NORMAN L.
10 East 40th St.
New York, N. Y.

MARTIN, PAUL L.
Omaha Nat'l Bank Bldg.
Omaha, Nebr.

MASTERS, KEITH
33 N. LaSalle St.
Chicago, Ill.

MATHER, EVERETT E., JR.
1835 Arch St.
Philadelphia, Pa.

MAY, PHILIP S.
Lynch Bldg.
Jacksonville, Fla.

MAY, ROBERT E.
Shoreham Bldg.
Washington, D. C.

MAVER, HENRY
347 Fifth Ave.
New York, N. Y.

MELNIK, MORTON F.
601 Tenney Bldg.
Madison, Wis.

MEYERS, MILTON H.
182 Grand St.
Waterbury, Conn.

MEYERER, RAYMOND J.
2363 Penobscott Bldg.
Detroit, Mich.

MILES, CLARENCE W.
Baltimore Trust Bldg
Baltimore, Md.

MILLER, HENRY
117 North Sixth St.
Camden, N. J.

MILLER, NEVILLE
1626 K St., N. W.
Washington, D. C.

MILLER, WILLIAM E.
1211 Union Bank Bldg
Pittsburgh, Pa.

MILLIGAN, JACOB L.
901 National Fidelity Life Bldg.
Kansas City, Mo.

MILNE, BAXTER
50 Oliver St.
Boston, Mass.

MONTFORT, LOUIS B.
218 Munsey Bldg.
Washington, D. C.

MUNGER, ALFRED G.
610 First National Bank Bldg.
Omaha, Nebr.

MURRAY, JOHN J.
20 Pemberton Square
Boston, Mass.

MVERS, R. P.
30 Rockefeller Plaza
New York, N. Y.

NINER, ISIDOR
366 Madison Ave.
New York, N. Y.

O'BRIEN, SEYMOUR
Baltimore Trust Bldg.
Baltimore, Md.

O'CONNOR, JOHN
Washington Bldg.
Washington, D. C.

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1365 Cass Ave.
Detroit, Mich.

O'RYAN, JOHN F.
120 Broadway
New York, N. Y.

PALENS, LOUIS N.
1211 Chestnut St.
Philadelphia, Pa.

PATRICK, DUKE M.
Colorado Bldg.
Washington, D. C.

PECK, HERBERT M.
500 North Broadway
Oklahoma City, Okla.

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Harrisburg, Pa.

PEYCKE, TRACY J.
Telephone Bldg.
Omaha, Nebr.

PHILIPS, JAMES C.
253 Broadway
New York, N. Y.

PIERSON, W. THEODORE
Munsey Bldg.
Washington, D. C.

PLACE, RUSSELL P.
1626 K St., N.W.
Washington, D. C.

PLOCK, RICHARD H.
Tama Bldg.
Burlington, Iowa

PORTER, GEORGE B.
Earle Bldg.
Washington, D. C.

PORTER, PAUL A.
Earle Bldg.
Washington, D. C.

PORTER, WILLIAM A.
Bowen Bldg.
Washington, D. C.

POWELL, BOLLING B., JR
725 — 13th St., N.W
Washington, D. C.

POWELL, GARLAND W.
Radio Station WRUF
Gainesville, Fla.

PRATT, ELMER W.
Second National Bank Bldg.
Washington, D. C.

PRICE, T. BROOKE
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New York, N. Y.

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1210 Massachusetts Ave.
Washington, D. C.
- PRYOR, J. C.**
Union Station
Burlington, Iowa
- QUIGLEY, FRANK**
195 Broadway
New York, N. Y.
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485 Madison Ave.
New York, N. Y.
- RAINEY, GARNET**
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110 Main St.
Madison, Wis.
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Bank of America Bldg.
Merced, Calif.
- ROLLO, REED T.**
National Press Bldg.
Washington, D. C.
- RONON, GERALD**
1222 Real Estate Trust Bldg.
Philadelphia, Pa.
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200 Bankers Securities Bldg.
Philadelphia, Pa.
- ROSENTHAL, ISADOR S.**
50 Court St.
Brooklyn, N. Y.
- ROSENZWEIG, MANHEIM**
2 Columbus Circle
New York, N. Y.
- RUSSELL, CHARLES T.**
140 West St.
New York, N. Y.
- RUSSELL, PERCY H., JR.**
National Press Bldg.
Washington, D. C.
- RYAN, WILLIAM**
122 W. Washington Ave.
Madison, Wis.
- SAMMOND, FREDERIC**
735 N. Water St.
Milwaukee, Wis.
- SCHARFELD, ARTHUR W.**
National Press Bldg.
Washington, D. C.
- SCHINDLER, C. E.**
Kentucky Home Life Bldg.
Louisville, Ky.
- SCHROEDER, ARTHUR H.**
National Press Bldg.
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- SCOTT, FRANK D.**
Munsey Bldg.
Washington, D. C.
- SEGAL, PAUL M.**
Woodward Bldg.
Washington, D. C.
- SHEA, GEORGE F.**
Tower Bldg.
Washington, D. C.
- SMITH, GEORGE S.**
Woodward Bldg.
Washington, D. C.
- SMITH, KARL A.**
Colorado Bldg.
Washington, D. C.
- SMITH, MILTON**
Telephone Bldg.
Denver, Colo.
- SMITH, WM. MONTGOMERY**
Shoreham Bldg.
Washington, D. C.
- SOCOLOW, A. WALTER**
608 Fifth Ave.
New York, N. Y.
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Salt Lake City, Utah
- SOVIK, LAURENCE, ESQ.**
University Building
Syracuse, N. Y.
- SPEARMAN, JOHN C.**
Munsey Bldg.
Washington, D. C.
- SPEARMAN, PAUL D. P.**
Munsey Bldg.
Washington, D. C.
- SPRAGUE, E. STUART**
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New York, N. Y.
- ST. CLAIR, ORLA**
311 California St.
San Francisco, Calif.
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1222 Real Estate Trust Bldg.
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National Press Bldg.
Washington, D. C.
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- SUTTON, GEORGE O.**
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30 Rockefeller Plaza
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- SYKES, JUDGE EUGENE O.**
Munsey Bldg.
Washington, D. C.
- THOMAS, WILLIAM H.**
440 Lender Bldg.
Cleveland, Ohio
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Shreveport, La.
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109 South Ninth St.
Nebraska City, Nebr.
- VAN ALLEN, JOHN W.**
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Buffalo, N. Y.
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New York, N. Y.
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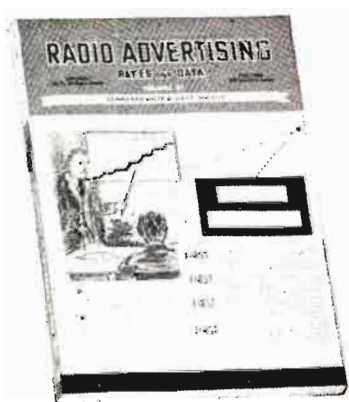
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RADIO ADVERTISING RATES AND DATA

Published by

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CHICAGO NEW YORK LOS ANGELES

PUBLICATIONS

Covering the Field of Radio

TRADE — FAN — TECHNICAL — GENERAL

The Advertiser

MONTHLY 11 W. 42nd St., New York, N. Y. Phone, PENnsylvania 6-3265. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Director, S. J. Davis. BRANCH OFFICE: 3557 Bogart Ave., Cincinnati, O. Phone, AVon 6825. The Advertiser carries articles on radio concerning the advertising field. There is also an annual, **MARKETS OF AMERICA**, presenting a compilation of market articles, each written by an advertising or agency executive expert in the market he discusses.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, S. R. Bernstein. BRANCH OFFICES: 330 W. 42nd St., New York, N. Y. Phone, BRyant 9-6431; 1226 National Press Bldg., Washington, D. C. Phone, REpublic 7659. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Advertising Manager, Robert G. Allison. BRANCH OFFICES: 1328 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view

of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

The Billboard

WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, The Billboard Publishing Co.; Managing Editor, R. S. Littleford, Jr. (Cincinnati); Radio Editor, Leonard Traube (New York); President-General Manager, E. W. Evans; Secretary, W. D. Littleford; Advertising Manager, C. J. Latscha. BRANCH OFFICES: Ashland Bldg., Chicago, Ill., Maynard Reuter, Manager; 1564 Broadway, New York, N. Y., Joseph Csida, General Manager; 323 Commercial Exchange Bldg., Los Angeles, Calif., Sam Abbott, Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, COlumbus 5-6370. Editor-in-Chief and Publisher, Ben Shlyen; Editor, William G. Formby; News Editor, James M. Jerauld; Eastern Editor, William Ornstein; Chicago Correspondent, Hal Tate; Hollywood Manager, Ivan Spear; General Manager, Raymond Levy. Covering briefly all radio developments of interest to the motion picture industry.

Broadcasting—Broadcast Advertising

WEEKLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, S. J. Paul; Los Angeles Correspondent, David Glickman; Business Manager, Norman R. Goldman; Advertising Manager, Maury Long (New York). Trade journal of the broadcasting and broadcast advertising fields.

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in total advertising linage
number of radio advertisers
number of exclusive radio advertisers
number of radio insertions

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Business Promotion

MONTHLY. Merchandise Mart, Chicago, Ill. Phone, Whitehall 6614. Publisher, Henry S. Bunting; General Manager, Van Asmus Bunting. Business Promotion publishes information concerning all premium, prize and advertising-gift offers on the radio. Readers are sales promoters and all users of premiums and gifts as sales promotional material. Radio sponsors, stations and agencies are eligible to receive Business Promotion on a complimentary basis. Editorial content is based on premium usage in promotional campaigns.

Canadian Advertising

QUARTERLY (January, April, July and October). 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Manager & Editor, J. E. Gordon; Group Manager of Technical Publications, J. L. Craig; Data Editor, Margaret N. White. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media data book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Lewis Winner; Business Manager, B. S. Davis; General Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields. Editorial content features technical articles covering the entire communications field.

Daily Variety

DAILY. 1708 North Vine St., Hollywood, Calif. Phone, HOLLYWOOD 1141.

President, Sid Silverman; Editor, Arthur Ungar. BRANCH OFFICES: See listing under Variety Weekly.

Editor and Publisher

WEEKLY. 1700 Times Tower, New York, N. Y. Phone, BRyant 9-3052. President, James W. Brown; Publisher, James W. Brown, Jr.; Editor, Arthur T. Robb; Managing Editor, Robert U. Brown; General Manager-Advertising Director, Charles T. Stuart; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Washington Correspondent, James J. Butler. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

Electronic Industries

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher, M. Clements; Editor, Dr. Orestes H. Caldwell. Electronic Industries is published for all who design, produce, or operate radio and electronic equipment.

Electronics

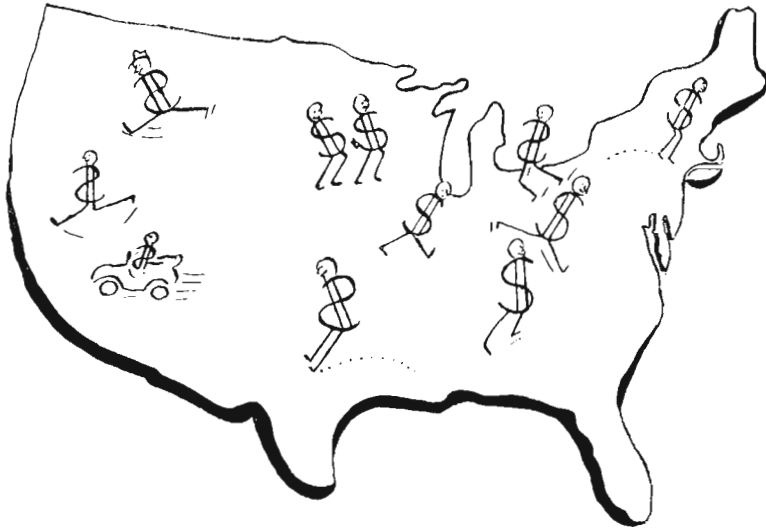
MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Beverley Dudley; Associate Editor, W. MacDonald; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Publisher, H. W. Mateer; Sales Manager, Wallace B. Blood. Branch Offices: 1427 Statler Bldg., Boston, Mass., Ralph Flynn; 520 North Michigan Ave., Chicago, Ill., Charles Wardner; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields—Design—Engineering—Manufacture.

Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7117. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Washington Correspondent, Andrew H. Older, 520 Third St., N. W. Phone,

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District 1253; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture, as well as television and radio to the extent they concern the film field.

•

FM Radio-Electronic Engineering

MONTHLY. 21 E. 37th St., New York, N. Y. Phone, LEXington 2-8070. Editor-Publisher, M. B. Sleeper; Circulation Manager, M. Smollett. BRANCH OFFICE: 360 N. Michigan Ave., Chicago, Ill. Phone, State 4439. William Fleischman. This publication deals with radio-electronic development, engineering, and manufacturing and includes the monthly Radio-Electronic products directory.

•

Hollywood Reporter

DAILY (Five days weekly). 6715 Sunset Boulevard, Hollywood, Cal. Phone, Hillside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Reed Porter; Business Manager, John Rohlf; Assistant to Publisher, George Kennedy; Manager of New York Office, Jack Harrison; Radio Editor, Dave Hanna. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Manager, Jack Harrison, Phone, WISconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1, London, England; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

•

Industrial Marketing

MONTHLY (Except 2 issues). 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Editor, Ralph O. McGraw. BRANCH OFFICE: 330 West 42nd St., New York, N. Y. Phone, BRyant 9-6432. This publication prints all available news stories about the use of radio by industrial marketers.

•

Marketing

WEEKLY. 119 York St., Toronto, Ont., Canada. Publisher, W. A. Lydiatt.

Metronome

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Metronome Corp.; President, Ned Bitner; Editor, George Simon; Associate Editor, Barry Ulanov; Radio Editor, Edward H. Dunkum. This publication is a trade journal in the field of popular music, giving world coverage on news of the dance band and popular music fields; radio, band, stage, show and record reviews, interviews and personality stories, instruction departments conducted by leading exponents of the various dance band instruments.

•

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Chicago Correspondent, Oscar Lundy; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, James A. Cron. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England. Spot news coverage; also radio news and columns.

•

Movie-Radio Guide

MONTHLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 5050. Publisher, Triangle Publications, Inc.; General Manager, Harry Hayden; Supervising Editor, Carl A. Schroeder (Hollywood); Managing Editor, Ruth Bizzell (Chicago); Circulation Manager, R. E. Haig (Chicago). EDITORIAL OFFICES: 551 Fifth Ave., New York, N. Y., Phone, Murray Hill 2-4690; 8580 Sunset Blvd., Hollywood, Calif. Movie-Radio Guide is a fan publication printed in 14 sectional editions covering the entire United States and Canada. It contains program schedules of all important stations in each area; news and gossip stories and pictures of movie and radio artists; reviews, etc.

•

Music News

TWICE MONTHLY (Except monthly in July, August and September). Suite 615, 310 S. Michigan Ave., Chicago, Ill. Phone, WABash 5595. Editor-in-Chief, Lois Watt North; Managing Editor, Hans Rosenwald; Sales Manager, Milton Edwards; Business Manager, Robert W. Barclay. Music News is a feature and

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— Published Annually by The ADVERTISER —

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The ADVERTISER

11 West 42nd Street NEW YORK CITY PEnn. 6-3265
CINCINNATI OFFICE — 3557 Bogart Avenue — AVon 6825

news publication, departmentalized. In each issue there are reviews of the better class music.

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Music Times

TWICE-MONTHLY. 501 Plymouth Court, Chicago, Ill. Phone, Harrison 0144. Editor-Publisher, J. Bradford Pengelly. In each issue there is a section devoted to radio under the heading, "Records, Radio and Television."

•

Music Trade Review

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, Carleton Chace. Music Trade Review has a monthly department on radio, radio-combinations, records, etc., comprising news of the trade and merchandising articles for the benefit of the retail music merchant.

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The Music Trades

MONTHLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, William J. Dougherty. BRANCH OFFICES: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. The Music Trades is devoted to reports of current activities and new developments among manufacturers and dealers of all kinds of musical instruments including radio and phonograph.

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Musical Advance

MONTHLY. 100 West 57th St., New York, N. Y. Phone, Circle 7-3206. Publisher-Editor, Spencer B. Driggs; Advertising Manager, V. E. Matlack; Radio Editor, Frank C. Barber.

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Musical America

EIGHTEEN TIMES YEARLY. 113 West 57th St., New York, N. Y. Phone, Circle 7-0520. Publisher, John F. Majeski; Editor, Oscar Thompson; Advertising Manager, M. B. Swaab. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Phone, Harrison 4544. Musical America reports current musical events in the United States and all foreign centers of interest to musicians, music lovers, music clubs and students.

•

Musical Courier

TWICE MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-4500. Publisher, Music Periodicals Corp.; Edi-

tor, Leonard Liebling; Managing Editor and President, Alfred Human; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Hollywood, Calif., Richard Drake Saunders, West Coast Manager. Review of better class musical programs throughout the world in each issue; comments on broadcast programs.

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Musical Digest

MONTHLY. 119 West 57th St., New York, N. Y. Phone, Circle 7-1124. Editor-Publisher, Pierre Key; Managing Editor, Irene E. Haynes. Musical Digest prints newsy notes and reviews on broadcasts of serious music as well as occasional comment on broadcasts by musical artists.

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The Musician

MONTHLY. 139 E. 47th Street, New York, N. Y. Phone, Plaza 3-2024. Editor, Nicholas de Vone; Publisher, John C. Gerstner. The Musician publishes news and comments on happenings in the music world as well as educational and analytic articles regarding serious music. It is the official organ of the American Music Foundation.

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Pan-American Radio

MONTHLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Publisher-Editor, Herbert Rosen. This publication is an organ of information concerning broadcasting and its problems as they relate to both North and South America. It is printed in three different languages, English, Spanish and Portuguese in one and the same edition.

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Parts

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5842. Editor, John Yezbak; Circulation Manager, G. G. Lyon; Managing Editor, Daniel Webster; Merchandising Editor, Alex H. Kolbe. Parts is edited exclusively for radio parts and tube wholesalers and their sales staffs. It endeavors to cover all merchandising trends, new product developments and manufacturing merchandising policies.

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Printers' Ink

WEEKLY. 205 E. 42nd St., New York, N. Y. Phone, MURray Hill 3-6500. Publisher, Printers' Ink Publishing Co.;

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218

President, B. Larrabee; Advertising Director, Henry W. Marks; Editor, G. A. Nichols; Managing Editor, Robert W. Palmer; Associate Editor in Charge of Radio, Eldridge Peterson; News Editor, Herbert L. Stephen. BRANCH OFFICES: 6 N. Michigan Ave., Chicago, Ill., P. H. Erbes, Jr., Associate Editor, and Gove Compton, Manager; 1722 Rhodes Haverty Bldg., Atlanta, Ga., H. Cogill, Manager; 1672 Walsworth Ave., Pasadena, Calif., Joseph W. Conrow, Manager. Printers' Ink uses articles about radio as an advertising medium and as related to merchandising and distribution; also news of personnel changes and spot news that will interest radio advertisers from a business point of view.

Proceedings of the I. R. E.

(Institute of Radio Engineers)

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Secretary, Harold P. Westman; Advertising Manager, William C. Copp. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by three committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month.

Proceedings of the Radio Club of America

SIX ISSUES PER YEAR (Approximately). 11 West 42nd St., New York, N. Y. Phone, LOngacre 5-6622. Publisher, Radio Club of America, Inc.; President, Paul Ware; Editor, Charles E. Dean. This publication contains texts of engineering papers on radio subjects and brief accounts of club activities. Subscriptions are available to non-members.

Q S T

MONTHLY. West Hartford, Conn. Publisher, American Radio Relay League; Editor, Kenneth B. Warner; Executive Editor, Clinton B. DeSoto; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton, Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted

to publication of technical data and the activities and developments in amateur radio.

Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President - Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 816 W. Fifth St., Los Angeles. Radio station rates service revised and issued monthly.

Radio-Craft

MONTHLY. 25 West Broadway, New York, N. Y. Phone, REctor 2-9690. President and Publisher, H. Gernsback; Associate Editor, Karl E. Schnabel. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, Superior 7306. This publication reports latest developments in the radio art, radio telephony, electronics, television, amateur radio, ham set construction, public address and facsimile, including servicing, trade news and technical descriptions.

Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, Wisconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Frank Burke. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radio and Electrical Sales

46 Bloor St. W., Toronto, Ont., Canada. Phone, Randolph 2137. Publisher, Weston Wrigley; Editor, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

(This publication has been discontinued during the war period and has been replaced by an annual edition, *Canadian Radio Data Book*.)

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Radio Life

WEEKLY. 1029 W. Washington Blvd., Los Angeles, Calif. Phone, RIchmond 5262. Publisher, Carl M. Bigsby; Managing Director, Culbreth Sudler; Business Manager, Vinson Vaughan; Editor, Evelyn Bigsby; Radio Editor, Hal Julian. BRANCH OFFICE: 1558 No. Vine St., Hollywood, Calif. Phone HEMpstead 2025. Radio Life carries complete logs for all Southern California stations, radio's weekly highlights, and a rotogravure section.

Radio Mirror

MONTHLY. 205 East 42nd St., New York, N. Y. Phone, LEXington 2-9050. Publisher, Macfadden Publications, Inc.; Editorial Director, Fred R. Sammis; Managing Editor, Doris McFerran; Associate Editor, Belle Landsman; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. BRANCH OFFICES: 221 North La Salle St., Chicago, Ill., Manager, Edward F. Lethen, Jr.; 420 Market St., San Francisco Calif.; 7751 Sunset Blvd., Hollywood, Calif. News and pictures of stars and shows; fictionizing of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

Radio News

MONTHLY. 540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 6100. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; National Advertising Manager, Sanford L. Cahn; Managing Editor, Oliver Read. BRANCH OFFICE: 270 Madison Ave., New York, N. Y.; Executive Assistant, Charles R. Tighe. This publication is a technical magazine devoted to radio in war, including articles for the servicemen, dealer, recordist, experimenter and amateur.

Radio Press Service

WEEKLY. 45 West 45th St., New York, N. Y. Phone, BRyant 9-4324. Published by Heros Service; Editor, Herbert Rosen. Radio Press Service is an international news service published in three languages. Service consists of information, articles and photographs.

Radio Retailing Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

Radio and Television Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis. Radio and Television Weekly publishes news of the radio, television and phonograph record industries (manufacturing and merchandising of products).

Radio-Television Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIRCLE 7-5842. Publisher, Kolbe Publications, Inc.; Editor, Daniel Webster; Advertising Director, Alex H. Kolbe.

Radiotime

TWICE MONTHLY. Sun Life Bldg., Montreal, Quebec, Canada. Phone, PLateau 6494. President, W. E. Elliott; Vice-President, W. P. Haynes; Secretary-Treasurer, E. R. Romte. BRANCH OFFICE: 45 Richmond St., W., Toronto, Ont., Canada. Manager, J. M. Teckie. Radiotime is a composite of individual Canadian radio station program schedules which are standardized and published in one edition.

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Adelaide 6261. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. BRANCH OFFICES: 2118 Bleury St., Montreal, Que., Canada; 75 East Wacker Drive, Chicago, Ill. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio

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engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Sales Management

SEMI-MONTHLY. 420 Lexington Ave., New York, N. Y. Phone, MOhawk 4-1760. Publisher and Editor, Raymond Bill; Executive Editor and General Manager, Philip Salisbury; Advertising Manager, Merril V. Reed. BRANCH OFFICES: 333 N. Michigan Ave., Chicago, Ill., Phone State 1266, C. E. Lovejoy, Manager; 15 East de la Guerra, Santa Barbara, Calif., Phone, 6405, Warwick S. Carpenter, Manager. Sales Management's editorial front is a broad one, embracing all the phases of general management, market analysis, operation of the sales force, use of advertising media and other sales tools, advertising agency relations, consumer research, product design, etc., which fall within the limits of the responsibility of the Director of Sales of a business concern. Specifically this publication publishes from time to time articles on the use of radio as an advertising medium; stories (in the Media Department) on the latest news in radio and network development; histories of stations' and networks' growth. The publication issues an annual survey of buying power in April for the purpose of presenting statistical information for evaluating markets. Survey provides data on current family and per capita income by counties, cities and states, together with estimates on retail sales and other market factors for all population units.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, Robert G. Herzog (on leave); Business Manager, B. S. Davis; General Manager, Paul S. Weil; Advertising Manager, F. Walen. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio

and television; independent radio service men and service engineers. Editorial content features technical and semi-technical articles, business helps and news of the industry, etc.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Executive Vice-President, Albert Moss; Vice-President and Assistant Treasurer, C. Laury Botthof; Vice President-Secretary, Albert William Moss; Treasurer-General Manager, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, LExington 2-6611; 816 W. Fifth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

Tide

SEMI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, ASHland 4-3390. President and Publisher, David Frederick; Editor, Reginald T. Clough; Radio Editor, Clifford H. Rainsdell; Vice-President, J. E. West; Los Angeles Representative, R. J. Birch. BRANCH OFFICES: 360 N. Michigan Ave., Chicago, Ill., J. E. West; 607 South Hill St., Los Angeles, Calif., R. J. Birch; 300 Montgomery St., San Francisco, Calif., R. J. Birch. Report radio news of interest to agency executives and advertisers.

Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Business Manager, Harold Erichs; Advertising Manager, Herman Steinbruch. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GARfield 8966. Editor and Publisher, Ramsey Oppenheim. Assistant Publisher, R. S. Oppenheim. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

Trade Coverage

The millions of radio sets in American homes were sold by the dealers and distributors who read Radio-Television Journal & Talking Machine World. Now, with manufacturing halted, they are being serviced by this same group.

At the same time, as our contribution to the Victory Effort, we have combined two of our other publications with this one *for the duration*. They are Musical Merchandise (devoted to band and orchestra instruments) and The Music Trades Review (piano industry's trade newspaper).

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House and Organization Publications

The Adcrafter

WEEKLY (Official publication of Ad-craft Club of Detroit). 2337 Book Tower, Detroit, Mich. Randolph 7225. Managing Editor, Harold M. Hastings; Publication Committee, Percy Atkinson (Chairman), Hil F. Best, A. deG. Conkey, F. Lee Johnston. Weekly news of advertising sales events, and people in the Detroit area. Monthly issues, including Annual Radio Number, discontinued for the duration.

Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

Bell Telephone Magazine

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, Information Department of the American Telephone & Telegraph Co. Bell Telephone Magazine publishes historical, technical and statistical information concerning communications, particularly with regard to the operations of the Bell Telephone System.

Broadcast News

OCCASIONALLY, FOR THE DURA-TION. C/o RCA Manufacturing Co., Camden, N. J. Editor, P. V. Lutz. Broadcast News publishes technical material of interest to broadcast station engineers.

Electrical Communication

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BOwling Green 9-3800. Editor, H. T. Kohlhaas. Electrical Communication is the technical journal of the International Telephone and Telegraph Corporation and associate companies, published by the International Standard Electric Corp.

General Radio Experimenter

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRObriDge 4400. This publication is a house organ for the General Radio Co. and contains descriptions of the latest radio and electrical meas-

uring instruments and their applications. This publication is available only to scientists, engineers and technicians engaged in development, research and maintenance of radio and industrial electrical equipment.

FREC Service Bulletin

MONTHLY. Federal Radio Education Commission, c/o U. S. Office of Education, Washington, D. C. Editor, (Mrs.) Gertrude G. Broderick. This Publication is distributed free to broadcasters and educators. Its purpose is to serve as a medium of the exchange of information concerning education through radio on a national scale. Activities of all educational groups using radio are reported.

The International Musician

MONTHLY. 39 Division St., Newark, N. J. Phone, HUmboldt 2-3400. Publisher-Editor, Leo Cluesmann. BRANCH OFFICE: 366 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-5979. The International Musician's editorial content is devoted to all branches of the music business from circus to grand opera. Special mention is made of radio broadcasts of symphony and opera performances.

Journal of the Association for Education by Radio

MONTHLY. 228 N. LaSalle St., Chicago, Ill. Phone, DEarborn 7801. President, Harold W. Kent; Chairman, Publications Committee, Elizabeth Goudy; Editor, Jim Hanlon; Business Manager, George Jennings. This publication is devoted to news articles and program listings of educational radio and recordings.

Radio Review

BI-MONTHLY (September to June inclusive). 113 West 57th St., New York, N. Y. Phone, Circle 7-4110. Publisher, Women's National Radio Committee; Executive Secretary, Mrs. Rosalie Wolf. Radio Review carries comments on developments in radio; reviews of new and current programs; reports of activities of the Women's National Radio Committee and its cooperating organizations. Its appeal is directed to radio listeners interested in raising the standards of programs.



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A NATION WIDE
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*Based Upon the
Latest Available*

UNITED STATES
CENSUS FIGURES

*Including Latest
Statistical Data
On "Shifting Popu-
lations" Resulting
From the War Effort.*



RADIO MARKETS IN WAR-TIME

By Robert A. Litzberg
Statistician, Radio Daily

In a peace-time economy the decennial population count as taken by the U. S. Census Bureau, the last of which was tabulated only two years ago (1940), would suffice the most exacting of market research men. Formerly it was only when the half-way mark in the decade had been reached that there was talk of new data on population totals and estimated changes. Today, with our nation at war, market analysts are faced with the problem of "shifting population", occasioned by the demands of a great country in arms. What was once a skeleton-manned army post in a rural area, is now a self-contained city of upwards of 50,000 men in uniform; what was formerly an industrial area with an 8-hour-per-day working population, is now a three-shift city with thousands of new workers imported from other sections of the country.

Research Responsibility

This "shifting population" has knocked normal marketing processes out of kilter and has placed an added responsibility on market research men, whose job is to evaluate market potentialities in order to facilitate the distribution of commodities. In the section that follows this article it is our purpose to present to the industry up-to-date authoritative data to be used in studying markets and also in preparing sales stories for individual markets.

For practical usage, the census presentation of the 1943 RADIO ANNUAL is divided into two sections. The first is designed to give basic information as released by the Bureau of Census in 1940; the second consists of later studies by the Census Bureau and the Office of Price Administration and has for its purpose to show estimated shifts in population resulting from the war effort since the 1940 Census. This first section consists of a breakdown by state and county of total population, families, radio homes and retail-service trade data; all this material is taken from the 1940 Census except the retail-service figures, which are a part of the most recent census of retail trade, and the NAB estimated figure* for radio homes which is presented along with the Census totals for comparison

purposes. Various classifications are defined at the end of this introductory article.

"Shifting Population"

In the second section of its census presentation, the 1943 edition of the RADIO ANNUAL presents current data on "shifting population". The source of this information is the Bureau of Census and the Office of Price Administration, both these Federal agencies having made estimates of various municipal and county areas. (137 metropolitan areas and 210 counties.) It is to be noted that these Federal agencies have not attempted to estimate all of the 3,100 counties in the United States and that material in this volume is as complete as was available at press-time. It is so arranged that comparisons between 1940 Census figures and the more recent estimates may be made easily. The Bureau of Census has estimated in actual number changes in population; the Office of Price Administration has only released percentage increases by county. All the data is arranged in this volume under the respective states to facilitate its use by those preparing coverage studies.

Definitions

For purposes of using the market and population statistics contained in this volume the following definitions apply:

Total Population: This figure is a revised and final U. S. Census Bureau total of the number of persons living in the individual counties of the country and the District of Columbia, obtained by a house-to-house canvass during the 16th Census of the United States (1940).

Urban Population: As defined by the Census Bureau this figure, with a few exceptions, consists mainly of these people living in *incorporated* places of 2,500 or more.

Rural Population: The remainder of population, after the urban figures had

* The National Association of Broadcasters issued its estimated increases over the 1940 Census Bureau's radio homes figures in its issues of the association's weekly news letter; they are based on the theory that, in the actual physical count of radio homes taken by the Bureau of Census, there was a certain percentage of population not reporting; this additional percentage has been projected using the Census totals as a basis.

been determined, was classified as rural.

Families: The family figure is obtained from Housing Studies of the 16th Census. It is the total occupied dwelling unit count and has been recognized by the Bureau and research authorities as indicative of the total number of families in the country.

Radio Homes

Radio Homes: (1) 1940 Census. One of the questions asked by investigators taking the physical count of population for the 1940 Census was whether the home had a radio. The figure, by county, under the column titled "1940 Census" are taken from the housing study of population for 1940 as released by the Bureau. (2) NAB Projection. The National Association of Broadcasters has issued projections of the 1940 "radio homes" figure of the Bureau of Census (see footnote in this article). The figures listed under the column titled "NAB Projection" were issued as estimates by the trade association.

Store: For census purposes "store" is defined as the "place where a business is conducted and a place that is readily recognizable as a place of business."

Sales: This term is defined as total operating receipts of the included establishments after deductions of refunds and allowances for returned merchandise have been made.

Retail-Service: This figure is a total of all retail trade data taken from the Retail Trade Census and including 99 kinds of retail business plus over 250 types of service establishments. Service establishments are classified into seven major groups: (1) personal such as barber shops, cleaning and dyeing plants, photo studios, etc.; (2) business such as credit bureaus, advertising agencies, sign-painters, etc.; (3) services allied to transportation such as warehousing; (4) automotive repairs and services such as repair shops, paint shops, battery, ignition and tire repair shops, etc.; (5) other repair shops such as blacksmiths, piano-tuners, radio service men, etc.; (6) custom industries such as printing, publishing, cabinet making, etc.; (7) miscellaneous such as circulating libraries, livery stables, tree surgeons.

Metropolitan Districts

Metropolitan Districts: The Bureau of Census in establishing Metropolitan Districts for cities of 50,000 population and more includes, in addition to the central city or cities, all adjacent and contiguous minor civil divisions having a population density of 150 or more per square mile. The metropolitan district is thus not a political unit but rather an

area with common economic, social and, often, administrative interests.

Estimated Civilian Population, May 1, 1940: These estimates of civilian population have been prepared by the Bureau of Census in response to many requests from war agencies and other organizations for information on the population in various areas, excluding persons in the armed forces. A large movement of civilian population since the 1940 Census to centers of war activity is revealed in the estimates. Of 137 metropolitan counties or groups of counties, 88 showed a gain in civilian population between April 1940 and May 1942, 43 showed a decline, and 6 showed no appreciable change. The net increase in civilian population of all the metropolitan counties was 1,853,000 or 2.8 per cent, which may be compared with the net decrease of almost exactly the same percentage in the remainder of the United States. The largest gains were noted in Detroit, Washington, D. C., Chicago, Los Angeles, Norfolk, Portsmouth and Newport News, Va., St. Louis, San Diego, San Francisco and Oakland. Losses occurred in New York-Northeastern New Jersey metropolitan counties. The extreme changes are attributable mainly to net in-migration or out-migration rather than natural increase or decrease. Metropolitan counties with high rates of growth were in practically every case those with more than average wartime activity and vice versa in the case of areas with only a few important plants working on war contracts. Gains were effected despite the substantial number of men who have entered the armed forces.

The estimates are based mainly on the number of persons registering for War Ration Book Number 1 (sugar).

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA): These figures indicate the recorded percentage increases in population over the 1940 Census as computed by the OPA for administrative purposes on the basis of reported data of the registration for War Ration Book One, estimated increases in military personnel, and other factors where known, such as recent influx of war workers. Where no percentage increase is shown for a county the data is not available.

Editor's Note: The 1942 RADIO ANNUAL presented statistics for the latest Census of Retail Trade in detail for Food, Drug, Automotive and Apparel stores and sales. For those readers having use for this type of material, it is suggested that they refer to that volume.

UNITED STATES RADIO MARKETS

POPULATION—FAMILIES—RADIO HOMES BY STATE AND COUNTY

(1940 U. S. Census)

State	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		Census	NAB Projection	Stores	Sales
Alabama	2,832,961	855,941	1,977,020	673,815	321,671	332,776	32,917	\$467,334
Arizona	499,261	173,981	325,280	131,133	87,781	90,394	8,061	172,883
Arkansas	1,949,387	431,910	1,517,477	495,825	244,586	252,148	27,024	320,973
California	6,907,387	4,902,265	2,005,122	2,138,343	1,933,031	1,987,204	163,651	3,515,950
Colorado	1,123,296	590,756	532,540	316,000	258,573	267,295	22,971	436,576
Connecticut	1,709,242	1,158,162	551,080	448,682	417,259	429,260	34,225	763,295
Delaware	266,505	139,432	127,073	70,541	59,921	61,380	5,988	116,810
District of Columbia	663,091	663,091	—	173,445	158,377	162,446	10,723	442,259
Florida	1,897,414	1,045,791	851,623	519,887	326,447	336,803	36,849	661,022
Georgia	3,123,723	1,073,808	2,049,915	752,211	381,668	394,755	42,066	670,021
Idaho	524,873	176,708	348,165	141,727	118,824	122,471	8,914	184,503
Illinois	7,897,241	5,809,650	2,087,591	2,192,724	1,974,604	2,023,969	151,829	3,152,602
Indiana	3,427,796	1,887,712	1,540,081	961,498	826,603	848,325	63,979	1,130,514
Iowa	2,538,268	1,084,231	1,454,037	791,824	617,006	633,168	52,780	870,632
Kansas	1,801,028	753,941	1,047,087	511,109	411,984	424,457	37,592	503,948
Kentucky	2,845,627	849,327	1,996,300	698,538	444,416	456,633	40,283	554,228
Louisiana	2,363,880	980,439	1,383,441	592,528	307,883	315,261	32,356	522,652
Maine	847,226	343,057	504,169	218,968	184,348	189,300	17,758	296,057
Maryland	1,821,244	1,080,351	740,893	465,183	396,338	410,164	34,063	664,491
Massachusetts	4,316,721	3,859,476	457,245	1,120,694	1,044,830	1,077,642	84,000	1,876,113
Michigan	5,256,106	3,454,867	1,801,239	1,396,014	1,271,499	1,304,149	90,038	1,954,069
Minnesota	2,792,300	1,390,098	1,402,202	728,359	647,499	664,296	54,511	1,081,158
Mississippi	2,183,796	432,882	1,750,914	534,956	295,613	213,312	24,421	303,274
Missouri	3,784,664	1,960,696	1,823,968	1,068,642	832,590	853,299	73,694	1,201,439
Montana	559,456	211,535	347,921	159,963	134,503	137,900	11,113	232,366
Nebraska	1,315,834	514,148	801,686	360,744	298,790	305,681	26,949	423,568
Nevada	110,247	43,291	66,956	33,291	26,200	27,119	2,641	45,183
N. Hampshire	491,521	283,225	208,299	132,936	116,809	119,664	9,639	192,529
New Jersey	4,160,165	3,394,773	765,392	1,100,260	1,029,466	1,050,612	91,715	1,704,931
New Mexico	531,818	176,401	355,417	129,475	66,609	69,053	8,229	132,117
New York	13,479,142	11,165,893	2,313,249	3,662,113	3,385,703	3,498,754	302,325	6,243,699
N. Carolina	3,571,623	974,175	2,597,448	789,659	471,863	487,353	44,328	675,361
N. Dakota	641,935	131,923	510,012	152,043	131,000	134,437	11,049	162,780
Ohio	6,907,612	4,612,986	2,294,626	1,897,796	1,697,672	1,739,399	127,315	2,616,387
Oklahoma	2,336,434	879,663	1,456,771	610,481	405,754	420,182	39,448	549,054
Oregon	1,089,684	531,675	558,009	337,492	290,641	299,226	22,714	476,363
Penna.	9,900,180	6,586,877	3,313,303	2,515,524	2,259,288	2,323,980	179,692	3,346,477
Rhode Island	713,346	653,383	59,963	187,706	176,739	179,652	14,423	296,690
S. Carolina	1,899,804	466,111	1,433,693	434,968	269,542	215,636	23,871	351,101
S. Dakota	642,961	158,087	484,874	165,428	136,049	139,854	12,781	177,601
Tennessee	2,915,841	1,027,206	1,888,635	714,894	434,733	446,943	37,613	659,526
Texas	6,414,824	2,911,389	3,503,435	1,678,396	1,090,206	1,122,042	116,824	1,940,914
Utah	550,310	305,493	244,817	139,487	126,418	128,923	8,759	182,144
Vermont	359,231	123,239	235,992	92,435	80,253	81,905	7,208	129,351
Virginia	2,677,773	944,675	1,733,098	627,532	469,978	421,078	38,793	672,402
Washington	1,736,191	924,969	811,222	537,337	472,553	466,684	36,938	722,300
W. Virginia	1,901,974	534,292	1,367,682	444,815	326,347	334,239	21,129	423,651
Wisconsin	3,137,587	1,679,144	1,458,443	827,207	743,078	758,449	61,062	1,127,415
Wyoming	250,742	93,577	157,165	69,374	57,126	58,531	5,312	104,700
Total U.S.	131,669,275	71,123,702	57,215,573	31,851,532	28,011,671*	28,838,203	2,116,383	\$45,162,207

* The Bureau of Census has issued a revised total for radio homes of 28,048,219 which is a difference of 6,548 or less than .03 of one per cent.

All money figures in the retail-service column are in thousands (\$000) of dollars.

ALABAMA

Population 2,832,961
 Families 673,815
 Radio Homes, 1940 Census 321,671
 Radio Homes, NAB Projection 332,776

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	Census	Projection	Stores	Sales
Autauga	20,977	2,664	18,313	4,973	1,408	1,383	189	\$1,518
Baldwin	32,324	—	32,324	8,000	3,587	3,699	459	5,167
Barbour	32,722	6,260	26,453	7,657	2,140	2,231	360	3,264
Bibb	20,155	—	20,155	4,636	2,077	2,122	253	2,073
Blount	29,490	—	29,490	6,665	2,547	2,858	336	2,449
Bullock	19,810	3,107	16,703	4,673	1,692	1,951	221	1,763
Butler	32,447	5,075	27,372	7,382	2,218	2,345	319	3,464
Calhoun	63,319	32,537	30,782	15,021	8,619	8,830	847	11,633
Chambers	42,146	6,141	36,005	9,888	4,475	4,629	386	3,367
Cherokee	19,928	—	19,928	4,419	2,478	2,520	306	1,455
Chilton	27,955	3,982	23,973	6,585	2,778	2,851	361	3,216
Choctaw	20,195	—	20,195	4,571	992	1,021	292	1,438
Clarke	27,636	—	27,636	6,379	1,805	1,841	417	3,706
Clay	16,907	—	16,907	3,878	1,410	1,498	212	1,511
Cleburne	13,629	—	13,629	2,992	1,019	1,044	189	1,635
Coffee	31,987	4,358	27,634	7,311	2,628	2,718	412	3,037
Colbert	34,093	13,448	20,645	8,245	4,453	4,572	415	5,381
Conceh	25,489	—	25,489	5,650	1,432	1,480	195	1,954
Coosa	13,460	—	13,460	2,971	1,031	1,057	146	836
Covington	42,417	13,003	29,354	9,970	3,768	4,088	563	6,578
Crenshaw	23,631	—	23,631	5,608	1,644	1,730	284	2,168
Cullman	47,343	5,074	42,269	10,690	5,706	5,825	608	6,310
Dale	22,685	3,601	19,084	5,326	2,043	2,100	315	1,703
Dallas	55,245	19,834	35,411	13,733	3,923	4,056	592	8,996
DeKalb	43,075	4,424	38,651	9,989	4,787	4,956	522	3,824
Elmore	34,546	3,089	31,457	7,755	3,040	3,189	433	3,570
Escambia	30,671	6,523	24,148	6,766	2,368	2,479	383	5,294
Etowah	72,580	41,860	30,720	17,197	11,387	11,739	836	15,614
Fayette	21,651	2,668	19,983	4,950	2,167	2,212	233	2,335
Franklin	27,552	3,510	24,042	6,090	2,630	2,690	319	2,622
Geneva	29,172	2,803	26,369	6,690	2,276	2,370	337	2,851
Greene	19,185	—	19,185	4,720	646	671	147	1,622
Hale	25,533	—	25,533	5,952	1,107	1,138	174	1,693
Henry	21,912	—	21,912	4,857	1,517	1,568	188	1,766
Houston	45,665	17,194	28,471	11,161	4,906	5,200	666	8,175
Jackson	41,802	2,834	38,968	9,127	3,981	4,172	137	3,517
Jefferson	459,930	319,213	140,717	119,034	86,706	89,654	5,194	132,388
Lamar	19,708	—	19,708	4,401	1,859	1,903	248	1,753
Lauderdale	46,230	15,043	31,187	10,828	5,596	5,728	555	7,505
Lawrence	27,880	—	27,880	6,216	2,225	2,286	226	1,490
Lee	36,455	13,130	23,316	8,726	3,214	3,344	413	5,762
Limestone	35,612	4,342	31,300	8,042	3,239	3,356	306	3,401
Lowndes	22,661	—	22,661	5,364	673	707	169	1,390
Macon	27,654	3,937	23,717	6,354	1,553	1,631	410	2,873
Madison	63,317	13,050	50,267	15,325	8,228	8,412	735	11,964
Marengo	35,736	4,137	31,599	8,651	1,535	1,626	327	3,249
Marion	28,776	—	28,776	6,252	2,800	2,860	254	2,191
Marshall	42,395	8,049	34,346	9,713	5,265	5,367	618	5,831
Mobile	141,974	84,804	57,170	35,768	20,856	21,526	2,348	41,224
Monroe	29,465	—	29,465	6,446	1,746	1,847	277	2,967
Montgomery	114,420	78,084	36,336	29,520	15,221	15,879	1,507	31,555
Morgan	48,148	19,188	28,960	11,815	7,011	7,194	578	8,757
Perry	26,610	—	26,610	5,925	1,117	1,215	225	2,274
Pickens	27,671	—	27,671	6,259	2,015	2,078	200	2,322
Pike	32,493	7,055	25,438	7,757	2,700	2,806	440	4,614
Randolph	25,516	4,168	21,348	5,780	2,410	2,486	330	2,324
Russell	35,775	15,351	20,424	8,547	3,007	3,169	427	3,302
St. Clair	37,336	39	27,297	6,275	3,007	3,082	260	3,113
Shelby	28,962	—	28,962	6,797	3,083	3,170	259	2,809
Sumter	27,321	—	27,321	6,381	1,128	1,202	183	2,136
Talladega	51,832	15,567	36,265	11,345	4,471	4,980	511	7,749
Tallapoosa	35,270	6,640	28,630	8,248	3,850	4,005	434	4,857
Tuscaloosa	76,036	30,680	45,356	17,469	8,794	9,168	736	14,673
Walker	64,201	9,402	54,799	14,718	8,136	8,358	552	7,660
Washington	16,188	—	16,188	3,566	951	958	225	1,112
Wilcox	26,279	—	26,279	5,957	1,009	1,034	228	1,875
Winston	18,746	—	18,746	4,037	1,771	1,812	210	1,639
Total State	2,832,961	855,941	1,977,020	673,815	321,671	332,776	32,917	\$167,331

All money figures in the retail-service column are in thousands (\$000) of dollars.

ARIZONA

Population **499,261**
 Families **131,133**
 Radio Homes, 1940 Census **87,781**
 Radio Homes, NAB Projection **90,394**

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Apache	24,095		24,095	5,240	1,372	1,433	154	\$2,487
Cochise	34,627	14,476	20,151	9,190	6,893	7,126	560	11,410
Cocoino	18,770	7,702	11,068	4,677	2,403	2,459	380	7,021
Gila	23,867	10,863	13,004	6,616	4,631	4,844	332	6,760
Graham	12,113		12,113	2,894	1,821	1,878	212	3,366
Greenlee	8,698	2,668	6,030	2,185	1,567	1,602	133	2,291
Maricopa	186,193	80,399	105,794	50,455	36,344	37,208	3,201	72,712
Mohave	8,591		8,591	2,654	1,657	1,713	198	4,347
Navajo	25,309	4,577	20,732	5,911	2,518	2,629	282	5,841
Pima	72,838	36,818	36,020	19,050	14,619	15,092	1,167	30,678
Pinal	28,841		28,841	6,979	3,695	3,815	463	5,681
Santa Cruz	9,482	5,135	4,347	2,377	1,546	1,582	162	3,626
Yavapai	26,511	6,018	20,493	7,822	5,473	5,666	546	9,771
Yuma	19,326	5,325	14,001	5,083	3,242	3,347	371	6,883
Total State	499,261	173,981	325,280	131,133	87,781	90,394	8,061	\$172,883

ARKANSAS

Population **1,949,387**
 Families **495,825**
 Radio Homes, 1940 Census **244,586**
 Radio Homes, NAB Projection **252,148**

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Arkansas	24,347	5,268	18,809	6,455	3,450	3,556	362	\$5,200
Ashley	26,785	4,891	21,894	6,789	2,697	2,762	276	3,570
Baxter	10,281		10,281	2,520	1,113	1,140	167	913
Benton	36,148	6,314	29,834	10,101	5,845	5,997	637	5,430
Boone	15,860	4,238	11,622	4,221	2,507	2,591	276	3,167
Bradley	18,097	2,516	15,581	4,487	2,163	2,263	226	2,979
Calhoun	9,636		9,636	2,269	875	907	79	687
Carroll	14,737		14,737	4,053	2,308	2,384	295	1,692
Chicot	27,452	3,083	24,369	7,403	2,138	2,223	313	3,215
Clark	24,402	5,078	19,324	6,115	2,883	3,111	362	3,690
Clay	28,386		28,386	6,961	3,961	4,041	426	2,687
Cleburne	13,134		13,134	3,193	1,538	1,580	171	1,030
Cleveland	12,570		12,570	2,917	1,158	1,193	114	798
Columbia	29,822	4,326	23,496	7,406	3,160	3,363	316	4,486
Conway	21,530	4,608	16,928	4,984	2,318	2,364	310	2,569
Craighead	47,300	11,729	35,471	11,581	7,463	7,695	690	8,107
Crawford	20,920	5,422	18,498	5,042	3,138	3,225	307	2,633
Crittenden	42,473	3,369	39,104	11,586	3,226	3,345	485	6,011
Cross	26,046	3,633	22,413	6,299	2,526	2,603	345	2,910
Dallas	14,471	3,429	11,042	3,560	1,415	1,461	211	2,512
Desha	27,160	3,663	23,497	7,129	2,191	2,261	286	3,197
Drew	19,831	3,650	16,181	4,955	1,631	1,713	226	2,479
Faulkner	25,580	5,782	20,098	6,351	3,580	3,652	355	3,503
Franklin	15,683		15,683	3,859	2,017	2,106	216	1,486
Fulton	10,253		10,253	2,546	1,104	1,122	131	517
Garland	41,664	21,370	20,294	11,525	7,325	7,562	898	13,126
Grant	10,477		10,477	2,667	1,231	1,308	104	1,009
Greene	30,204	7,079	23,125	7,360	4,570	4,733	387	3,758
Hempstead	32,770	7,475	25,295	8,079	3,426	3,502	340	4,844
Hot Spring	18,916	5,290	13,626	4,725	2,352	2,444	276	2,181
Howard	10,621	3,782	13,839	4,160	1,915	1,981	263	2,437
Independence	25,643	5,267	20,376	6,253	3,463	3,584	298	3,517
Izard	12,834		12,834	3,103	1,407	1,418	170	664
Jackson	26,427	4,321	22,106	6,413	3,029	3,080	356	3,824
Jefferson	65,101	21,290	43,811	17,807	7,250	7,412	1,014	14,075
Johnson	18,795	3,118	15,677	4,706	2,465	2,541	235	2,039
Lafayette	16,851		16,851	4,274	1,393	1,551	240	2,051
Lawrence	22,651		22,651	5,429	3,010	3,069	297	2,542
Lee	26,810	4,449	22,361	6,819	1,962	2,024	239	2,927
Lincoln	19,709		19,709	4,916	1,212	1,263	164	1,171
Little River	15,932		15,932	4,082	1,422	1,458	174	1,765
Logan	25,967	3,430	22,537	6,070	3,360	3,441	324	2,840
Lonoke	29,802		29,802	7,619	3,582	3,666	405	4,150
Madison	14,531		14,531	3,523	1,308	1,348	206	643
Marion	9,464		9,464	2,340	1,039	1,063	123	406
Miller	31,874	11,821	20,058	8,359	4,221	4,333	404	7,376
Mississippi	80,217	13,878	66,339	19,801	9,696	10,021	1,016	16,594
Monroe	21,133	5,960	15,173	5,291	2,005	2,030	210	2,431
Montgomery	8,876		8,876	2,221	950	975	117	611
Nevada	19,869	3,177	16,692	4,807	2,181	2,256	231	2,344
Newton	10,881		10,881	2,455	809	820	144	352
Ouachita	31,151	8,975	22,176	7,671	3,577	3,722	377	5,261

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Perry	8,392	—	8,392	1,966	729	754	113	423
Phillips	45,970	13,263	32,707	12,809	4,026	4,171	479	7,531
Pike	11,756	—	11,756	2,953	1,312	1,372	204	1,104
Poinsett	37,670	6,066	31,604	8,757	4,415	4,460	432	4,884
Polk	15,832	3,510	12,322	4,070	1,839	1,885	232	2,463
Pope	25,682	5,927	19,755	6,342	3,164	3,307	334	3,582
Prairie	15,304	—	15,304	3,785	1,815	1,860	201	1,245
Pulaski	156,085	109,176	46,909	42,112	29,051	30,215	2,934	55,711
Randolph	18,319	3,028	15,291	4,438	2,130	2,210	251	1,753
St. Francis	36,943	5,699	30,344	9,223	2,839	2,922	410	4,828
Saline	19,163	3,502	15,661	4,412	2,493	2,539	216	2,151
Scott	13,300	—	13,300	3,329	1,708	1,757	186	1,408
Searcy	11,942	—	11,942	2,803	1,051	1,070	151	647
Sebastian	62,809	36,584	26,225	16,765	12,119	12,301	1,001	18,361
Sevier	15,248	3,055	12,193	3,822	1,844	1,877	197	1,621
Sharp	11,497	—	11,497	2,826	1,304	1,339	107	628
Stone	8,603	—	8,603	1,986	748	768	83	439
Union	50,461	15,858	34,603	13,275	7,498	7,826	861	13,363
Van Buren	12,518	—	12,518	2,981	1,284	1,306	158	571
Washington	41,114	11,531	29,583	11,099	6,535	6,666	624	8,644
White	37,176	3,670	33,506	9,474	5,102	5,177	514	4,624
Woodruff	22,133	—	22,133	5,312	2,305	2,410	277	2,620
Yell	20,970	—	20,970	5,096	2,610	2,687	314	2,056
Total State	1,949,387	431,910	1,517,477	495,825	241,586	252,148	27,021	\$320,973

CALIFORNIA

Population	6,907,387
Families	2,138,343
Radio Homes, 1940 Census	1,933,031
Radio Homes, NAB Projection	1,987,204

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Alameda	513,011	472,068	40,943	165,201	154,934	159,213	11,562	\$271,944
Alpine	323	—	323	100	63	64	7	31
Amador	8,973	—	8,973	2,661	2,153	2,205	250	*3,568
Butte	42,840	13,708	29,132	13,414	10,913	11,373	947	19,627
Calaveras	8,221	—	8,221	2,797	2,152	2,197	186	2,871
Colusa	9,788	—	9,788	2,911	2,331	2,495	247	4,448
Contra Costa	100,450	51,786	48,664	29,830	27,615	28,315	1,913	36,202
Del Norte	4,745	—	4,745	1,567	1,110	1,130	195	1,994
El Dorado	13,229	3,064	10,165	4,420	3,312	3,434	286	4,739
Fresno	178,565	76,565	102,000	50,012	42,537	43,924	4,002	84,522
Glenn	12,195	—	12,195	3,527	2,991	3,063	251	5,205
Humboldt	45,812	17,055	28,757	14,321	11,845	12,192	1,144	20,067
Imperial	59,740	27,150	32,590	15,263	10,388	10,650	1,108	24,881
Inyo	7,625	—	7,625	2,372	1,661	1,750	175	4,184
Kern	135,124	37,030	98,094	37,961	31,076	32,283	2,564	62,668
Kings	35,168	8,234	26,934	9,615	7,915	8,131	773	14,576
Lake	8,069	—	8,069	2,728	2,300	2,416	275	2,954
Lassen	14,479	—	14,479	4,286	3,589	3,659	252	5,866
Los Angeles	2,785,643	2,373,548	412,095	893,602	835,062	855,799	69,207	1,477,380
Madera	23,314	6,457	16,857	6,211	4,699	4,810	445	7,318
Marin	52,907	22,750	30,157	13,576	12,704	13,095	1,069	19,781
Mariposa	5,606	—	5,606	1,983	1,414	1,437	119	1,834
Mendocino	27,864	6,966	20,898	7,800	6,005	6,347	706	9,541
Merced	46,988	10,135	36,853	12,927	10,308	10,676	905	18,872
Modoc	8,713	—	8,713	2,695	2,104	2,175	204	2,573
Mono	2,299	—	2,299	776	530	570	69	843
Monterey	73,032	30,756	42,276	20,057	17,334	17,803	1,662	36,819
Napa	28,503	7,740	20,763	7,679	6,893	7,075	567	12,080
Nevada	10,283	5,701	4,582	6,021	5,004	5,165	448	9,224
Orange	130,760	76,498	54,262	41,027	37,481	38,731	3,048	53,660
Placer	28,108	10,666	17,442	8,414	7,025	7,271	656	11,762
Plumas	11,548	—	11,548	3,489	2,713	2,834	303	4,103
Riverside	105,524	53,363	52,161	31,011	25,847	26,663	2,263	41,209
Sacramento	170,333	109,011	61,322	49,134	43,712	44,868	3,904	98,782
San Benito	11,392	3,881	7,511	3,256	2,836	2,867	271	4,172
San Bernardino	161,108	95,997	65,111	47,666	41,367	42,798	3,288	63,316
San Diego	289,348	238,891	50,457	90,179	82,582	84,343	6,403	130,524
San Francisco	634,536	634,536	—	206,011	188,028	194,442	17,915	445,447
San Joaquin	134,207	69,849	64,358	36,569	31,559	32,452	2,933	59,892
San Luis	—	—	—	—	—	—	—	—
Obispo	33,246	11,926	21,320	10,231	8,465	8,771	950	15,655
San Mateo	111,782	80,094	31,688	33,516	31,709	32,333	2,257	46,574
Santa Barbara	70,555	46,859	23,696	21,239	18,761	19,463	1,751	38,829
Santa Clara	174,949	107,412	67,537	51,916	47,352	48,829	3,882	85,505
Santa Cruz	45,057	25,833	19,224	14,968	13,279	13,607	1,283	23,203

All money figures in the retail-service column are in thousands (\$'000) of dollars.
 * Includes Service Establishment Receipt.

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Shasta	28,800	8,109	20,691	8,985	6,834	7,071	702	14,329
Sierra	3,025	—	3,025	1,082	836	853	76	918
Siskiyou	28,598	—	28,598	8,737	7,225	7,390	669	11,882
Solano	48,118	20,072	29,046	14,559	13,075	13,466	996	20,315
Sonoma	69,052	23,146	45,906	21,641	19,291	19,882	1,807	37,711
Stanislaus	74,866	23,810	51,056	21,883	18,974	19,596	1,560	36,463
Sutter	18,680	4,968	13,712	5,539	4,451	4,599	251	4,145
Tehama	14,316	3,824	10,492	4,476	3,633	3,798	394	6,259
Trinity	3,970	—	3,970	1,438	994	1,019	77	849
Tulare	107,152	35,503	71,649	29,638	23,936	24,775	1,656	36,918
Tuolumne	10,887	—	10,887	3,598	2,882	2,965	277	5,347
Ventura	69,685	34,021	35,664	19,051	16,854	17,425	1,439	27,803
Yuba	27,243	6,637	20,606	7,776	6,484	6,652	512	10,850
Yuba	17,034	6,646	10,388	5,001	3,874	3,975	500	12,316
Total State	6,907,387	4,902,265	2,005,122	2,138,313	1,933,031	1,987,204	163,651	\$3,515,950

COLORADO

Population	1,123,296
Families	316,000
Radio Homes, 1940 Census	258,573
Radio Homes, NAB Projection	267,295

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Adams	22,481	6,294	16,187	5,602	4,402	4,577	350	\$4,135
Alamosa	10,484	5,613	4,871	2,731	2,105	2,151	228	4,916
Arapahoe	32,150	10,852	21,298	8,977	7,798	8,007	432	8,055
Archuleta	3,806	—	3,806	969	506	514	59	675
Baca	6,207	—	6,207	1,707	1,085	1,107	146	1,244
Bent	9,653	3,232	6,421	2,422	1,771	1,870	170	1,805
Boulder	37,438	20,364	17,074	11,327	10,070	10,213	830	13,886
Chaffee	8,109	4,969	3,140	2,398	1,936	1,977	240	3,234
Cheyenne	2,964	—	2,964	826	642	662	78	648
Clear Creek	3,784	—	3,784	1,172	957	994	101	1,428
Conejos	11,648	—	11,648	2,556	1,268	1,295	142	1,583
Costilla	7,533	—	7,533	1,635	627	670	89	602
Crowley	5,398	—	5,398	1,405	1,041	1,069	103	1,132
Custer	2,270	—	2,270	677	447	458	49	329
Delta	16,470	3,717	12,753	4,509	3,369	3,449	336	4,250
Denver	322,412	322,412	—	96,777	86,621	90,651	7,253	193,704
Dolores	1,958	—	1,958	533	323	353	29	237
Douglas	3,496	—	3,496	1,033	818	840	76	720
Earle	5,361	—	5,361	1,495	1,135	1,171	112	1,327
Elbert	5,460	—	5,460	1,537	1,149	1,169	87	714
El Paso	54,025	36,789	17,236	16,532	14,593	15,026	1,352	25,558
Fremont	19,742	9,322	10,420	5,346	4,199	4,298	413	5,173
Garfield	10,660	—	10,660	3,063	2,216	2,288	228	3,390
Gilpin	1,625	—	1,625	580	437	441	46	330
Grand	3,587	—	3,587	1,023	780	812	137	1,520
Gunnison	6,192	—	6,192	1,763	1,415	1,435	141	*1,935
Hinsdale	349	—	349	124	76	78	9	44
Huerfano	16,088	5,855	10,233	4,066	2,308	2,384	264	3,725
Jackson	1,798	—	1,798	525	367	392	52	531
Jefferson	30,725	3,175	27,550	8,763	7,718	7,966	462	6,434
Kiowa	2,793	—	2,793	819	602	629	73	511
Kit Carson	7,512	—	7,512	1,999	1,441	1,467	149	1,743
Lake	6,883	4,774	2,109	2,001	1,699	1,740	146	3,108
La Plata	15,494	5,887	9,607	4,112	2,901	2,966	280	6,266
Larimer	35,539	18,396	17,143	10,324	8,925	9,104	842	13,047
Las Animas	32,369	13,223	19,146	8,220	4,917	5,056	503	7,830
Lincoln	5,882	—	5,882	1,656	1,277	1,304	190	1,708
Logan	18,370	7,411	10,959	4,663	3,796	3,880	366	5,961
Mesa	33,791	12,479	21,312	9,156	7,216	7,370	603	12,634
Mineral	975	—	975	294	232	234	31	296
Moffat	5,086	—	5,086	1,556	1,119	1,169	105	1,684
Montezuma	10,463	—	10,463	2,679	1,704	1,757	147	2,351
Montrose	15,418	4,764	10,654	4,080	3,064	3,133	218	4,640
Morgan	17,214	4,884	12,330	4,470	3,681	3,787	350	5,575
Otero	23,571	10,534	13,037	6,446	4,855	5,021	492	7,309
Ouray	2,089	—	2,089	625	499	500	57	680
Park	3,272	—	3,272	1,059	780	803	100	913
Phillips	4,948	—	4,948	1,395	1,170	1,179	140	1,464
Pitkin	1,836	—	1,836	569	423	437	38	250
Prowers	12,304	4,445	7,859	3,299	2,507	2,607	294	3,654
Pueblo	68,870	52,162	16,708	18,232	15,493	15,839	1,327	25,954
Rio Blanco	2,943	—	2,943	851	653	671	50	890
Rio Grande	12,404	3,208	9,196	3,135	2,196	2,245	247	4,152
Routt	10,525	—	10,525	3,028	2,331	2,417	200	3,192
Saguache	6,173	—	6,173	1,556	951	976	107	1,107
San Juan	1,439	—	1,439	393	324	328	51	469

* Includes Service Establishment Receipt.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
San Miguel	3,664	—	3,664	1,028	691	709	62	760
Sedgwick	5,294	—	5,294	1,385	1,127	1,164	120	1,673
Summit	1,754	—	1,754	666	481	490	46	363
Teller	6,463	—	6,463	2,009	1,624	1,678	161	1,996
Washington	8,336	—	8,336	2,200	1,636	1,680	125	1,201
Yuma	63,747	15,995	47,752	16,865	13,602	14,038	1,126	17,566
Yuma	12,102	—	12,102	3,257	2,477	2,582	241	2,876
Total State	1,123,296	590,756	532,540	316,000	258,573	267,295	22,971	\$436,676

CONNECTICUT

Population	1,709,242
Families	448,682
Radio Homes, 1940 Census	417,259
Radio Homes, NAB Projection	429,260

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Fairfield	418,384	290,798	127,586	110,235	103,147	106,428	8,534	\$200,688
Hartford	450,189	322,598	127,591	116,448	108,626	112,775	8,062	212,743
Litchfield	87,041	34,662	52,379	23,304	21,479	21,824	1,600	32,237
Middlesex	55,999	26,495	29,504	14,084	13,002	13,319	1,019	22,451
New Haven	484,316	385,744	98,572	128,057	120,312	123,139	10,863	215,451
New London	125,224	62,509	62,715	32,834	29,676	30,290	2,437	50,483
Tolland	31,866	10,973	20,893	8,491	7,531	7,668	534	7,731
Windham	56,223	24,383	31,840	15,229	13,486	13,817	1,176	21,511
Total State	1,709,242	1,158,162	551,080	118,682	117,259	129,260	31,225	\$763,295

DELAWARE

Population	266,505
Families	70,541
Radio Homes, 1940 Census	158,377
Radio Homes, NAB Projection	162,446

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Kent	34,441	7,407	26,974	9,672	7,093	7,278	886	\$12,531
New Castle	179,562	124,013	55,549	45,948	41,634	42,656	3,806	83,656
Sussex	52,502	7,952	44,550	14,921	11,194	11,446	1,296	20,623
Total State	266,505	139,132	127,073	70,541	59,921	61,380	5,988	116,810

DIST. OF COL.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
District of Columbia	663,091	663,091	—	173,145	158,377	162,416	10,723	\$142,259

FLORIDA

Population	1,897,414
Families	519,887
Radio Homes, 1940 Census	326,447
Radio Homes, NAB Projection	336,803

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Alachua	38,607	13,757	24,850	9,892	4,844	5,076	705	\$10,522
Baker	6,510	—	6,510	1,506	479	488	95	772
Bay	20,686	11,610	9,076	5,477	3,180	3,240	317	4,056
Bradford	8,717	—	8,717	2,102	938	1,011	146	1,426
Brevard	16,142	5,720	10,422	4,918	3,021	3,097	498	5,699
Broward	39,794	31,564	8,230	11,660	7,515	7,714	968	17,143
Calhoun	8,218	—	8,218	1,968	626	632	92	998
Charlotte	3,663	—	3,663	1,126	626	684	97	1,102
Citrus	5,846	—	5,846	1,698	756	770	102	1,064
Clay	6,468	—	6,468	1,782	813	847	100	783
Collier	5,102	—	5,102	1,699	572	583	110	1,220
Columbia	16,859	5,836	11,023	4,190	1,424	1,522	253	3,382

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Dade	267,739	215,590	52,149	75,934	62,001	64,382	6,348	151,272
DeSoto	7,792	4,055	3,737	2,188	1,132	1,168	186	2,122
Dixie	7,018	—	7,018	1,881	749	755	88	1,305
Duval	210,143	176,631	32,512	55,165	40,627	41,893	3,429	84,393
Escambia	74,667	37,440	37,218	18,105	11,317	11,717	921	20,362
Flagler	3,008	—	3,008	943	348	349	66	496
Franklin	5,991	3,268	2,723	1,605	699	697	110	1,054
Gadsden	31,450	10,998	20,452	6,518	2,237	2,305	366	5,288
Gilchrist	4,250	—	4,250	1,037	307	314	53	532
Glades	2,745	—	2,745	827	350	358	39	386
Gulf	6,951	—	6,951	1,785	884	916	92	1,119
Hamilton	9,778	—	9,778	2,413	663	674	133	1,128
Hardee	10,158	2,710	7,448	2,700	1,270	1,322	192	2,095
Hendry	5,237	—	5,237	1,714	817	848	105	1,428
Hernando	5,641	—	5,641	1,592	738	759	103	1,400
Highlands	9,246	6,280	2,966	2,499	1,445	1,498	201	2,473
Hillsborough	100,148	115,882	64,266	49,800	35,836	36,540	3,665	61,432
Holmes	15,447	—	15,447	3,450	1,048	1,085	135	775
Indian River	8,957	3,050	5,907	2,563	1,454	1,506	234	2,852
Jackson	34,128	5,079	29,349	8,181	2,414	2,463	339	4,537
Jefferson	12,032	—	12,032	2,950	777	828	144	1,153
Lafayette	4,405	—	4,405	1,037	426	429	51	396
Lake	27,255	7,617	19,638	8,003	4,696	4,739	549	7,273
Lee	17,488	10,604	6,884	4,994	3,172	3,415	393	6,622
Leon	31,646	16,240	15,406	8,380	3,857	4,040	416	9,236
Levy	12,550	—	12,550	3,351	1,054	1,112	190	1,619
Liberty	3,752	—	3,752	946	243	252	46	321
Madison	16,190	2,730	13,460	3,960	1,229	1,279	225	2,158
Manatee	26,098	14,530	11,568	7,448	4,567	4,835	461	7,391
Marion	31,243	8,986	22,257	8,429	4,129	4,200	428	8,172
Martin	6,295	—	6,295	1,979	1,057	1,069	167	1,719
Monroe	14,078	12,927	1,151	3,975	2,555	2,584	334	2,947
Nassau	10,826	3,492	7,334	2,668	1,301	1,343	186	1,901
Okaloosa	12,900	—	12,900	3,057	1,207	1,254	160	1,771
Okeechobee	3,000	—	3,000	824	385	389	66	780
Orange	70,074	44,511	25,563	20,413	14,992	15,401	1,561	33,718
Osceola	10,119	3,225	6,894	3,292	2,008	2,028	183	2,252
Palm Beach	79,989	57,157	22,832	23,880	14,879	15,223	2,182	38,733
Pasco	13,981	2,561	11,420	4,255	2,276	2,380	246	2,329
Pineellas	91,852	74,350	17,502	28,970	23,009	23,872	2,163	44,445
Polk	86,665	46,062	40,603	23,971	14,802	15,315	1,821	28,932
Putnam	18,698	7,140	11,558	5,366	2,408	2,467	374	4,408
St. Johns	20,012	12,090	7,922	5,628	3,315	3,358	496	6,366
St. Lucie	11,871	8,040	3,831	3,316	1,663	1,780	242	5,129
Santa Rosa	16,085	—	16,085	3,808	1,375	1,420	150	1,488
Sarasota	16,106	11,141	4,965	4,658	3,220	3,324	448	8,193
Seminole	22,304	10,127	12,087	6,239	3,470	3,536	542	5,691
Sumter	11,041	—	11,041	2,953	1,256	1,316	166	1,318
Suwannee	17,073	3,427	13,646	4,113	1,459	1,511	283	2,731
Taylor	11,565	2,668	8,897	3,138	953	973	167	2,081
Union	7,094	—	7,094	1,254	387	393	70	445
Volusia	53,710	34,027	19,683	16,129	10,747	10,888	1,353	20,367
Wakulla	5,463	—	5,463	1,341	472	484	71	684
Walton	14,246	2,570	11,676	3,350	1,120	1,191	159	1,750
Washington	12,302	—	12,302	2,924	874	900	128	1,087
Total State	1,897,414	1,045,791	851,623	519,887	326,447	336,803	36,819	\$661,022

GEORGIA

Population 3,123,723
 Families 752,241
 Radio Homes, 1940 Census 381,668
 Radio Homes, NAB Projection 394,755

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Appling	14,497	2,916	11,581	3,032	1,165	1,179	180	\$1,601
Atkinson	7,093	—	7,093	1,585	650	658	87	457
Bacon	8,096	—	8,096	1,789	769	791	145	1,282
Baker	7,344	—	7,344	1,667	392	410	63	277
Baldwin	24,190	6,778	17,412	4,006	1,957	2,023	244	3,319
Banks	8,733	—	8,733	1,926	791	820	60	199
Barrow	13,064	3,974	9,090	3,290	1,819	1,864	182	1,805
Bartow	25,283	6,141	19,142	5,828	3,268	3,443	276	3,794
Ben Hill	14,523	7,388	7,135	3,569	1,876	1,900	242	3,445
Berrien	15,370	—	15,370	3,493	1,348	1,367	180	2,125
Bibb	83,783	57,865	26,918	23,159	13,065	13,461	1,306	28,800
Bleckley	9,655	—	9,655	2,322	808	894	134	1,165
Brantley	6,871	—	6,871	1,457	492	410	79	386
Brooks	20,497	4,450	16,047	4,668	1,582	1,632	193	2,116
Bryan	6,288	—	6,288	1,439	374	384	108	559
Bulloch	26,010	5,028	20,982	5,943	2,347	2,421	454	4,767

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Burke	26,520	3,793	22,727	8,873	1,556	1,617	335	2,070
Butts	9,182	—	9,182	2,278	996	1,032	129	1,319
Calhoun	10,438	—	10,438	2,609	608	616	171	1,099
Camden	5,910	—	5,910	1,438	458	486	96	884
Candler	9,103	—	9,103	2,079	827	843	118	1,373
Carroll	34,156	6,214	27,942	8,356	4,179	4,344	474	4,289
Catoosa	12,199	—	12,199	2,585	1,784	1,816	99	660
Charlton	5,256	—	5,256	1,224	408	412	68	568
Chatham	117,970	95,996	21,974	31,718	20,172	20,732	2,064	40,137
Chattahoochee	15,138	—	15,138	527	149	153	49	250
Chattooga	18,532	3,800	14,732	4,207	2,550	2,750	176	2,833
Cherokee	20,126	2,651	17,475	4,691	2,415	2,463	335	2,519
Clarke	28,398	20,650	7,748	7,401	4,757	4,909	428	10,711
Clay	7,064	—	7,064	1,696	455	464	102	765
Clayton	11,665	338	11,317	2,795	1,547	1,587	135	728
Clinch	6,437	—	6,437	1,580	613	624	106	741
Cobb	38,272	8,667	29,605	9,335	5,994	6,366	502	6,578
Coffee	21,541	5,175	16,366	4,824	1,759	1,808	243	3,314
Colquitt	33,012	10,147	22,865	7,467	3,232	3,357	396	5,411
Columbia	9,433	—	9,433	2,169	787	810	108	459
Cook	11,919	—	11,919	2,772	1,170	1,207	146	1,614
Coweta	26,972	7,182	19,790	6,604	3,065	3,145	359	4,238
Crawford	7,128	—	7,128	1,555	436	466	93	411
Crisp	17,540	7,929	9,611	4,422	1,714	1,742	241	4,342
Dade	5,894	—	5,894	1,222	566	586	57	353
Dawson	4,479	—	4,479	961	394	410	53	88
Decatur	22,234	6,352	15,882	5,302	1,652	1,735	287	3,362
De Kalb	86,942	45,555	41,387	22,648	17,981	18,495	792	13,029
Dodge	21,022	3,311	17,711	4,773	1,578	1,606	242	2,153
Dooley	16,886	—	16,886	3,951	1,241	1,272	185	1,414
Dougherty	28,565	19,055	9,510	7,421	3,623	3,735	525	11,035
Douglas	10,053	2,555	7,498	2,320	1,100	1,162	130	1,107
Early	18,679	2,774	15,905	4,382	1,264	1,317	198	2,440
Echols	2,964	—	2,964	768	216	216	28	99
Effingham	9,646	—	9,646	2,296	762	792	104	762
Elbert	19,618	6,188	13,430	4,706	2,146	2,318	283	2,790
Emanuel	23,517	3,575	19,942	5,498	2,157	2,226	356	3,903
Evans	7,401	—	7,401	1,749	659	691	113	1,159
Fannin	14,752	—	14,752	3,106	1,588	1,617	173	853
Fayette	8,170	—	8,170	1,846	633	637	87	506
Floyd	50,141	26,282	23,859	13,811	9,424	9,954	625	14,813
Forsyth	11,332	—	11,332	2,586	1,168	1,190	746	607
Franklin	15,612	—	15,612	3,484	1,649	1,708	217	1,918
Fulton	392,886	310,786	82,100	103,465	75,216	77,513	6,878	203,075
Gilmer	9,001	—	9,001	1,951	736	748	87	689
Glascok	4,547	—	4,547	1,000	471	482	62	308
Glynn	21,920	15,035	6,885	5,677	3,400	3,453	431	7,036
Gordon	18,445	2,955	15,490	4,312	2,715	2,801	261	2,826
Grady	19,654	4,653	15,001	4,520	1,836	1,865	186	2,506
Greene	13,709	—	13,709	3,254	1,195	1,277	123	1,530
Gwinnett	29,087	4,191	24,896	6,822	3,504	3,634	392	3,143
Habersham	14,771	—	14,771	3,380	1,822	1,876	235	2,180
Hall	34,822	10,243	24,579	8,109	4,845	4,956	474	2,765
Hancock	12,764	—	12,764	2,745	644	673	151	1,150
Haralson	14,377	—	14,377	3,459	1,791	1,851	150	1,841
Harris	11,428	—	11,428	2,621	748	777	93	736
Hart	15,512	—	15,512	3,487	1,702	1,773	110	1,013
Heard	8,610	—	8,610	1,903	582	603	81	430
Henry	15,119	—	15,119	3,493	1,358	1,401	169	1,471
Houston	11,303	—	11,303	2,657	799	817	115	1,543
Irwin	12,936	—	12,936	2,775	1,008	1,031	112	1,171
Jackson	20,089	3,294	16,795	4,640	2,214	2,312	243	2,520
Jasper	8,772	—	8,772	2,146	705	884	124	1,013
Jeff Davis	8,841	—	8,841	1,901	796	802	92	874
Jefferson	20,040	—	20,040	4,637	1,735	1,804	324	2,613
Jenkins	11,843	2,820	9,023	2,893	806	816	137	1,391
Johnson	12,953	—	12,953	3,033	885	902	188	1,296
Jones	8,331	—	8,331	1,943	697	673	53	436
Lamar	10,091	3,535	6,556	2,481	1,216	1,242	143	1,414
Lanier	5,632	—	5,632	1,220	462	467	61	515
Laurens	33,066	7,814	25,252	7,821	2,948	3,091	494	4,798
Lee	7,837	—	7,837	2,010	375	385	46	455
Liberty	8,595	—	8,595	2,018	490	541	114	768
Lincoln	7,042	—	7,042	1,503	467	523	103	566
Long	4,086	—	4,086	932	216	235	61	269
Lowndes	31,860	15,595	16,265	7,620	3,483	3,572	476	7,697
Lumpkin	6,223	—	6,223	1,403	540	549	115	426
McDuffie	10,878	3,088	7,790	2,605	1,000	1,061	159	1,674
McIntosh	5,292	—	5,292	1,375	405	421	101	663
Macon	15,947	—	15,947	3,845	1,194	1,231	149	1,643
Madison	13,431	—	13,431	3,082	1,344	1,403	132	848
Marion	6,954	—	6,954	1,597	430	444	96	668
Meriwether	22,055	3,417	18,638	5,119	1,849	1,972	308	2,066

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Miller	9,998	—	9,998	2,182	649	665	110	851
Mitchell	23,261	5,167	18,094	5,282	1,610	1,672	293	2,875
Monroe	10,749	—	10,749	2,503	891	912	146	1,499
Montgomery	9,668	—	9,668	2,061	583	616	123	668
Morgan	12,713	—	12,713	3,092	1,082	1,139	125	1,363
Murray	11,137	—	11,137	2,362	1,290	1,322	96	785
Muscogee	75,494	53,280	22,214	19,503	12,073	12,513	1,146	26,545
Newtown	18,576	7,016	11,560	4,486	2,584	2,641	246	3,127
Oconee	7,576	—	7,576	1,571	516	730	61	237
Oglethorpe	12,430	—	12,430	2,741	960	998	99	736
Panhandling	12,832	—	12,832	2,788	1,282	1,322	90	842
Peach	10,378	4,953	5,425	2,572	1,054	1,073	139	2,015
Pickens	9,136	—	9,136	2,074	1,092	1,103	84	969
Pierson	11,800	—	11,800	2,587	890	913	163	1,789
Pike	10,375	—	10,375	2,319	923	941	107	670
Polk	28,467	12,789	15,678	6,428	4,162	4,294	332	5,230
Pulaski	9,829	3,000	6,829	2,492	808	824	134	1,540
Putnam	8,514	—	8,514	1,957	693	708	118	1,199
Quitman	3,435	—	3,435	743	152	158	36	153
Rabun	7,821	—	7,821	1,712	690	712	110	1,058
Richmond	16,609	3,447	13,162	3,968	1,161	1,199	280	2,130
Richmond	81,863	65,919	15,944	21,201	12,539	13,159	1,335	27,603
Rockdale	7,724	—	7,724	1,824	539	924	117	1,065
Schley	5,033	—	5,033	1,127	395	400	54	416
Sereven	20,353	2,531	17,822	4,636	1,251	1,284	248	1,990
Seminole	8,492	—	8,492	1,906	596	613	128	1,146
Spalding	28,427	13,222	15,205	7,106	4,463	4,560	403	7,755
Stephens	12,972	5,494	7,478	2,972	1,222	1,246	182	2,218
Stewart	10,603	—	10,603	2,398	616	646	131	1,144
Sumter	24,502	9,281	15,221	6,287	2,215	2,267	389	4,587
Talbot	8,141	45	8,096	1,834	416	431	101	587
Taliaferro	6,278	—	6,278	1,372	387	397	65	379
Tattnall	16,243	—	16,243	3,448	1,379	1,458	225	1,913
Taylor	10,768	—	10,768	2,482	858	876	125	1,137
Telfair	15,145	—	15,145	3,428	1,213	1,234	232	2,028
Terrell	16,675	3,681	12,994	4,123	1,037	1,080	223	2,139
Thomas	31,289	12,683	18,606	7,779	3,650	3,784	489	6,034
Tift	18,599	5,228	13,371	4,548	2,005	2,080	353	4,474
Toombs	16,952	4,109	12,843	3,734	1,469	1,547	255	2,822
Towns	4,925	—	4,925	1,053	462	479	58	165
Treutlen	7,632	—	7,632	1,621	504	528	84	814
Troup	43,879	29,460	14,419	10,608	5,427	5,607	648	12,064
Turner	10,846	—	10,846	2,567	936	954	138	1,393
Twiggs	9,117	—	9,117	1,985	431	472	78	428
Union	7,680	—	7,680	1,706	546	558	112	261
Upson	25,064	13,916	11,148	5,890	3,311	3,410	288	4,844
Walker	31,024	7,047	23,977	7,296	4,826	5,018	333	3,988
Walton	20,777	4,168	16,609	4,893	2,559	2,698	234	2,874
Ware	27,929	16,763	11,166	6,710	3,804	3,873	541	8,464
Warren	10,236	—	10,236	2,399	683	702	94	900
Washington	24,230	3,566	20,664	5,704	1,767	1,800	378	2,648
Wayne	13,122	2,903	10,219	2,987	1,138	1,158	190	1,850
Webster	4,726	—	4,726	1,019	271	274	46	267
Wheeler	8,535	—	8,535	1,827	682	716	89	427
White	6,417	—	6,417	1,394	559	585	100	295
Whitfield	26,105	10,448	15,657	6,080	4,320	4,497	423	6,594
Wilcox	12,755	—	12,755	2,875	938	954	156	1,012
Wilkes	15,084	3,537	11,547	3,613	1,110	1,160	208	1,862
Wilkinson	11,025	—	11,025	2,640	904	949	149	1,001
Worth	21,374	—	21,374	4,884	1,444	1,488	202	1,565
Total State	3,123,723	1,073,808	2,049,915	752,211	381,668	391,755	42,968	\$670,021

IDAHO

Population 524,873
 Families 141,727
 Radio Homes, 1940 Census 118,824
 Radio Homes, NAB Projection 122,471

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Ada	50,401	26,130	24,271	14,423	12,535	13,140	862	\$26,236
Adams	3,407	—	3,407	971	685	724	64	626
Bannock	34,759	20,824	13,935	8,892	7,844	8,048	637	16,025
Bear Lake	7,911	2,824	5,087	1,961	1,894	1,855	147	2,207
Benevise	7,332	—	7,332	2,103	1,693	1,718	121	1,585
Bingham	31,044	3,681	17,363	4,964	4,206	4,325	273	4,872
Blaine	8,295	—	8,295	1,473	1,166	1,216	152	2,215
Boise	2,333	—	2,333	753	510	530	41	394
Bonner	15,667	4,356	11,311	4,606	3,408	3,517	258	3,624
Bonneville	25,697	15,024	10,673	6,467	5,487	5,757	382	12,349
Boundary	5,987	—	5,987	1,657	1,351	1,355	101	1,750
Butte	1,877	—	1,877	504	382	386	41	418

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Camas	1,360		1,360	369	325	330	39	327
Canyon	40,987	19,421	21,566	11,225	9,578	9,864	632	14,233
Caribou	2,284		2,284	630	544	655	60	837
Cassia	14,430	5,329	9,101	3,488	2,898	2,977	239	4,667
Clark	1,005		1,005	276	230	244	20	1190
Clearwater	8,243		8,243	2,254	1,728	1,766	107	2,147
Custer	3,549		3,549	1,008	746	764	89	906
Elmore	5,518		5,518	1,549	1,219	1,237	136	1,805
Franklin	10,329	4,236	5,993	3,357	2,165	2,203	146	2,637
Fremont	10,304	2,719	7,585	2,430	2,039	2,109	156	2,451
Gem	9,544	3,203	6,341	2,601	2,120	2,186	122	2,912
Gooding	9,257	2,568	6,689	2,451	1,967	2,018	155	2,769
Idaho	12,691		12,691	3,543	2,697	2,790	212	3,293
Jefferson	10,762		10,762	2,522	2,153	2,227	144	1,906
Jerome	9,900	3,537	6,363	2,546	2,053	2,178	144	2,904
Kootenai	22,283	10,049	12,234	6,723	5,684	5,796	412	6,139
Latah	18,804	6,014	12,790	5,355	4,695	4,758	328	6,463
Lemhi	6,521		6,521	1,890	1,349	1,381	136	2,176
Lewis	4,666		4,666	1,302	1,142	1,159	98	1,345
Lincoln	4,230		4,230	1,137	882	904	82	1,031
Madison	9,186	3,437	5,749	2,098	1,813	1,876	135	2,529
Minidoka	9,870	3,167	6,703	2,563	2,174	2,221	153	2,690
Nez Perce	18,873	10,548	8,325	5,620	4,751	4,948	355	10,123
Oneida	5,417	2,731	2,686	1,285	1,143	1,159	92	1,277
Owyhee	5,652		5,652	1,526	1,066	1,041	93	934
Payette	9,511	3,322	6,189	2,687	2,230	2,285	179	3,020
Pawnee	3,965		3,965	1,033	839	854	75	1,161
Shoshone	21,230	8,074	13,156	6,073	5,382	5,489	396	9,035
Teton	3,601		3,601	817	655	672	70	578
Twin Falls	36,403	11,851	24,552	9,979	8,672	8,948	591	15,786
Valley	4,035		4,035	1,162	907	916	103	1,566
Washington	8,853	3,663	5,190	2,454	1,988	2,045	167	3,375
Total State	524,873	176,708	348,165	111,727	118,821	122,171	8,911	\$181,503

ILLINOIS

Population	7,897,241
Families	2,192,724
Radio Homes, 1940 Census	1,974,604
Radio Homes, NAB Projection	2,023,969

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Adams	65,229	40,469	24,700	18,694	15,778	16,058	1,220	\$20,192
Alexander	25,496	14,407	11,089	7,230	4,114	4,311	356	5,043
Bond	14,540	3,391	11,149	4,325	3,148	3,203	244	3,170
Boone	15,202	8,094	7,108	4,375	3,985	4,138	293	5,079
Brown	8,053	—	8,053	2,463	1,800	1,851	149	1,361
Bureau	37,600	10,234	27,366	10,793	9,737	9,929	917	9,677
Calhoun	8,207	—	8,207	2,152	1,538	1,578	145	1,206
Carroll	17,987	4,792	13,195	5,289	4,668	4,760	437	5,363
Cass	16,425	6,505	9,920	4,744	3,823	3,981	392	4,604
Champaign	70,578	37,366	33,212	19,443	17,686	18,271	1,348	31,332
Christian	38,564	14,279	24,285	11,060	9,208	9,607	719	11,011
Clark	18,842	5,301	13,541	5,553	4,176	4,304	375	3,775
Clay	18,947	5,474	13,473	5,421	4,314	4,400	279	4,080
Clinton	22,912	3,225	19,687	5,913	4,560	4,690	418	3,746
Coles	38,470	24,024	14,446	11,225	9,707	9,945	716	13,591
Cook	4,063,342	3,956,153	107,189	1,125,468	1,060,563	1,083,788	81,007	1,961,700
Crawford	21,294	4,311	16,983	6,267	4,904	4,991	418	4,880
Cumberland	11,698	—	11,698	3,291	2,627	2,696	148	1,320
De Kalb	34,388	16,456	17,932	9,871	9,200	9,358	702	13,401
De Witt	18,244	6,331	11,913	5,246	4,550	4,642	354	5,290
Douglas	17,590	2,838	14,752	5,073	4,337	4,432	280	4,591
Du Page	103,480	73,204	30,276	27,538	26,091	26,745	1,533	32,350
Edgar	24,430	9,281	15,149	7,292	6,184	6,298	483	6,887
Edwards	8,974	—	8,974	2,724	2,042	2,083	160	1,602
Effingham	22,034	6,180	15,854	5,844	4,677	4,797	518	6,649
Payette	29,159	5,288	23,871	7,811	5,902	6,103	478	7,610
Forsyth	15,007	3,106	11,901	4,380	3,897	4,081	378	4,854
Franklin	53,137	26,594	26,543	15,462	11,926	12,295	872	10,877
Fulton	44,027	11,577	32,050	13,248	11,105	11,475	800	10,841
Gallatin	11,414	—	11,414	3,123	2,171	2,213	183	1,516
Greene	20,292	5,582	14,710	5,763	4,370	4,484	359	3,772
Grundy	18,398	6,145	12,253	5,115	4,464	4,760	434	4,803
Hamilton	13,454	2,528	10,926	3,782	2,604	2,635	207	1,469
Hancock	26,297	2,575	23,722	8,090	6,493	6,652	564	4,973
Hardin	7,759	—	7,759	2,024	1,348	1,364	127	805
Henderson	8,949	—	8,949	2,595	2,095	2,111	140	1,073
Henry	43,798	23,537	20,201	12,733	11,468	11,739	855	13,492
Irroquois	32,496	3,744	28,752	9,182	8,091	8,311	626	7,955

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	1910		NAB Projection	Stores	Sales
				Families	Census			
Jackson	37,920	17,526	20,394	10,543	7,968	8,261	812	10,396
Jasper	13,431	—	13,431	3,812	2,911	2,938	191	1,852
Jefferson	34,375	14,724	19,651	9,857	7,726	7,899	626	9,642
Jersey	13,636	4,809	8,827	3,802	2,695	2,782	221	2,752
Jo Daviess	19,989	4,126	15,863	5,760	4,862	4,952	426	4,854
Johnson	10,727	—	10,727	2,930	1,893	1,947	181	1,278
Kane	130,206	99,984	30,222	34,617	32,122	33,289	2,407	55,296
Kankakee	60,877	25,930	34,947	13,899	12,675	13,045	1,084	20,579
Kendall	11,105	—	11,105	3,053	2,770	2,837	139	1,971
Knox	52,250	32,094	20,156	15,495	13,606	14,026	1,061	19,034
Lake	121,094	79,652	41,442	30,214	28,416	28,987	2,232	49,044
La Salle	97,801	65,338	32,463	26,389	23,906	24,673	2,043	34,124
Lawrence	21,075	6,213	14,862	5,781	4,376	4,534	421	4,970
Lee	34,604	10,671	23,933	8,517	7,782	8,036	564	9,852
Livingston	38,838	9,585	29,253	10,004	8,979	9,217	694	9,997
Logan	29,438	12,752	16,686	7,144	6,283	6,457	595	8,073
McDonough	26,944	11,670	15,274	8,172	6,927	7,207	530	8,132
McHenry	37,311	13,161	24,150	10,330	9,162	9,806	912	14,687
McLean	73,930	39,851	34,079	20,967	18,967	19,482	1,504	28,383
Macon	84,693	59,305	25,388	24,349	22,633	22,627	1,542	37,018
Macoupin	46,304	19,217	27,087	13,896	11,247	11,554	913	9,668
Madison	149,349	104,638	44,711	40,882	35,593	36,340	2,739	46,173
Marion	47,989	23,028	24,961	13,808	10,687	11,147	921	18,960
Marshall	13,179	—	13,179	3,794	3,297	3,370	295	3,212
Mason	15,358	3,909	11,359	4,603	3,739	3,839	372	4,015
Massac	14,937	6,287	8,650	4,246	2,915	2,985	308	2,563
Menard	10,663	2,586	8,077	3,085	2,539	2,582	217	2,326
Mercer	17,701	2,693	15,108	5,156	4,464	4,540	342	3,922
Monroe	12,754	—	12,754	3,489	2,552	2,588	254	3,149
Montgomery	34,499	14,124	20,375	10,155	8,164	8,438	669	8,811
Morgan	36,378	19,844	16,534	9,251	7,714	7,932	643	11,821
Moultrie	13,477	3,101	10,376	3,827	3,101	3,177	231	2,450
Ogle	29,869	7,025	22,844	8,722	7,820	8,010	500	7,857
Peoria	153,374	109,463	43,911	43,105	38,895	40,198	2,677	71,695
Perry	23,438	10,661	12,777	6,536	4,885	5,075	422	5,220
Piatt	14,659	2,623	12,136	4,147	3,651	3,717	256	3,018
Pike	25,340	2,884	22,456	7,424	5,581	5,720	494	4,878
Pope	7,999	—	7,999	2,229	1,417	1,466	106	802
Pulaski	15,875	—	15,875	4,273	2,480	2,563	242	1,668
Putnam	5,289	—	5,289	1,518	1,243	1,278	97	754
Randolph	33,608	8,774	24,834	8,260	6,285	6,528	518	6,006
Richland	17,137	7,831	9,306	4,971	3,951	4,034	336	4,898
Rock Island	113,323	92,732	20,591	31,725	29,183	30,074	2,277	33,090
St. Clair	166,899	108,537	58,362	46,985	40,234	41,356	2,924	49,309
Saline	38,066	16,344	21,722	10,850	8,319	8,682	619	8,927
Sangamon	117,912	75,503	42,409	33,207	28,802	30,404	2,063	48,298
Schuyler	11,430	—	11,430	3,275	2,585	2,629	177	1,914
Scott	8,176	—	8,176	2,390	1,775	1,847	155	1,459
Shelby	26,290	4,092	22,198	7,737	6,270	6,446	486	4,491
Stark	8,881	—	8,881	2,563	2,199	2,248	205	2,007
Stephenson	40,646	22,366	18,280	11,669	10,610	10,823	844	15,619
Tazewell	58,362	29,748	28,614	16,260	14,660	15,026	934	13,867
Union	21,528	4,092	17,436	5,105	3,595	3,750	291	4,178
Vermilion	89,791	48,981	37,810	24,576	21,304	21,819	1,610	27,350
Wabash	13,724	6,987	6,737	3,936	3,219	3,305	262	3,989
Warren	21,286	9,096	12,190	6,252	5,458	5,609	460	7,189
Washington	15,801	—	15,801	4,491	3,139	3,225	326	2,882
Wayne	22,092	4,008	18,084	6,107	4,344	4,512	301	4,005
White	20,027	4,098	15,929	5,691	4,314	4,423	411	4,396
Whiteside	43,338	22,122	21,216	12,314	11,040	11,363	823	13,963
Will	114,210	47,608	66,602	29,645	26,692	27,285	1,843	35,388
Williamson	51,424	26,914	24,510	14,858	11,609	12,063	792	10,760
Winnebago	121,178	87,462	33,716	34,818	32,303	33,194	2,209	51,803
Woodford	19,124	—	19,124	5,256	4,589	4,724	346	5,276
Total State	7,897,211	5,809,650	2,087,561	2,192,721	1,974,601	2,023,969	151,829	\$3,152,602

INDIANA

Population 3,427,796
 Families 961,498
 Radio Homes, 1940 Census 826,603
 Radio Homes, NAB Projection 848,325

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	1910		NAB Projection	Stores	Sales
				Families	Census			
Adams	21,254	5,861	15,393	5,455	4,779	4,836	352	\$5,041
Allen	155,084	118,140	36,674	12,223	39,150	40,101	2,885	64,856
Bartholomew	28,276	11,738	16,538	8,146	6,790	6,963	520	8,519
Benton	11,117	—	11,117	3,072	2,678	2,770	206	3,414
Blackford	13,783	7,110	6,673	3,948	3,528	3,603	260	3,881
Boone	22,081	6,620	15,552	6,640	5,891	6,023	416	6,129
Brown	6,189	—	6,189	1,618	952	982	86	546
Carroll	15,140	—	15,140	4,599	3,837	3,891	300	3,632
Cass	36,908	20,177	16,731	10,343	9,223	9,454	696	11,920
Clark	31,020	11,493	19,527	8,544	6,371	6,503	507	5,515

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	Census	Projection	Stores	Sales
Clay	25,365	8,126	17,239	7,348	5,728	5,839	411	6,048
Clinton	28,411	13,706	14,705	8,356	7,340	7,551	517	9,838
Crawford	10,171	—	10,171	2,736	1,656	1,673	209	1,088
Daviess	26,163	9,312	16,851	7,067	5,364	5,546	427	5,557
Dearborn	23,053	9,241	13,812	6,447	5,231	5,364	389	5,091
Decatur	17,792	6,065	11,657	5,066	3,912	3,980	392	4,900
De Kalb	24,756	9,700	15,056	7,200	6,193	6,392	521	7,228
Delaware	74,963	49,720	25,243	21,719	19,877	20,316	1,307	27,577
Dubois	22,579	8,857	13,722	5,597	4,067	4,176	437	4,786
Elkhart	72,634	47,837	24,797	20,632	18,372	18,744	1,307	26,399
Fayette	19,411	12,898	6,513	5,455	4,839	4,925	300	5,342
Floyd	35,061	25,414	9,647	10,102	8,406	8,678	772	9,145
Fountain	18,299	3,760	14,539	5,362	4,450	4,536	347	4,826
Franklin	14,412	—	14,412	3,831	2,766	2,811	235	2,428
Fulton	15,577	3,835	11,742	4,615	3,999	4,066	327	4,114
Gibson	30,709	10,854	19,855	8,563	6,812	6,924	540	6,030
Grant	55,813	30,255	25,558	15,783	14,058	14,635	1,093	18,231
Greene	31,330	9,681	21,649	9,150	6,922	7,121	596	6,381
Hamilton	24,614	5,575	19,039	7,462	6,194	6,595	492	6,602
Hancock	17,302	4,821	12,481	5,276	4,514	4,639	361	4,658
Harrison	17,106	—	17,106	4,562	2,961	3,030	253	2,201
Hendricks	20,151	—	20,151	5,896	4,949	5,083	381	4,453
Henry	40,208	16,620	23,588	11,252	10,140	10,323	727	11,230
Howard	47,752	33,795	13,937	13,528	12,300	12,614	907	17,001
Huntington	29,931	13,903	16,028	8,557	7,702	7,854	603	9,197
Jackson	26,612	8,620	17,992	7,296	5,703	5,816	534	6,630
Jasper	14,397	3,214	11,183	3,859	3,214	3,354	260	3,891
Jay	26,601	9,140	13,461	6,666	5,713	5,902	467	6,384
Jefferson	19,912	6,923	12,989	5,293	3,930	4,041	385	4,488
Jennings	13,680	3,112	10,568	3,428	2,252	2,299	185	2,279
Johnson	22,493	6,264	16,229	6,516	5,415	5,558	429	5,991
Knox	43,973	23,338	20,635	12,330	9,955	10,310	916	13,226
Kosciusko	29,591	6,378	12,183	8,653	7,381	7,530	510	8,232
Lagrange	14,352	—	14,352	3,864	2,846	2,885	281	3,191
Lake	293,195	264,780	28,415	75,902	69,917	71,713	4,873	106,514
La Porte	63,660	42,656	21,004	16,788	15,219	15,616	1,184	23,006
Lawrence	35,045	15,907	19,138	9,611	7,655	7,766	551	7,319
Madison	88,575	57,286	31,289	25,325	22,920	23,677	1,736	30,737
Marion	406,926	390,879	70,047	131,660	120,282	124,210	8,719	215,676
Marshall	25,935	5,713	20,222	7,329	6,094	6,362	531	7,290
Martin	10,300	—	10,300	2,600	1,648	1,680	161	1,491
Miami	27,926	12,432	15,494	8,168	7,215	7,382	547	7,917
Monroe	36,534	20,870	15,664	9,981	7,868	8,143	580	11,637
Montgomery	27,231	11,089	16,142	8,305	7,160	7,341	630	9,012
Morgan	19,801	5,009	14,792	5,690	4,296	4,415	392	5,203
Newton	10,775	—	10,775	3,022	2,479	2,584	226	3,183
Noble	22,776	5,131	17,345	6,598	5,631	5,748	513	6,288
Ohio	3,782	—	3,782	1,118	854	863	76	636
Orange	17,311	—	17,311	4,748	3,339	3,420	300	3,543
Owen	12,090	—	12,090	3,478	2,296	2,351	241	2,398
Parke	17,358	—	17,358	5,016	3,814	3,899	335	3,586
Perry	17,770	5,395	12,375	4,533	3,033	3,068	341	2,674
Pike	17,045	3,075	13,970	4,759	3,242	3,361	333	3,051
Porter	27,836	8,736	19,100	7,703	6,867	6,985	583	8,995
Posey	19,183	5,638	13,545	5,437	4,000	4,095	334	3,674
Pulaski	12,056	—	12,056	3,216	2,493	2,565	226	2,942
Putnam	20,839	4,872	15,967	5,886	4,867	4,914	402	4,975
Randolph	26,766	8,838	17,928	8,066	6,854	7,031	553	7,025
Ripley	18,898	3,065	15,833	5,213	3,722	3,805	399	4,290
Rush	18,927	5,960	12,967	5,465	4,712	4,785	378	4,752
St. Joseph	161,823	129,566	32,257	43,804	40,180	41,204	2,844	63,459
Scott	8,978	—	8,978	2,550	1,888	1,904	151	1,607
Shelby	25,953	10,791	15,162	7,815	6,547	6,705	472	8,241
Spencer	16,211	—	16,211	4,413	2,872	2,956	297	2,101
Starke	12,258	—	12,258	3,438	2,615	2,665	279	3,218
Steuben	13,740	3,141	10,599	4,148	3,155	3,332	303	5,033
Sullivan	27,014	5,077	21,937	7,939	5,940	6,123	473	5,054
Switzerland	8,167	—	8,167	2,438	1,676	1,743	166	902
Tippecanoe	51,020	35,068	15,952	14,305	12,781	13,247	829	23,420
Tipton	15,135	5,101	10,034	4,385	3,872	3,930	284	3,475
Union	6,017	—	6,017	1,793	1,522	1,543	86	1,555
Vanderburg	130,783	97,062	33,721	36,227	31,356	32,136	2,379	50,953
Vermillion	21,787	7,092	14,695	6,506	5,297	5,401	479	5,049
Vigo	99,709	66,422	33,287	30,080	25,651	26,153	2,037	39,110
Wabash	26,601	12,823	13,778	7,561	6,708	6,856	589	8,488
Warren	9,055	—	9,055	2,529	2,075	2,113	127	1,268
Warrick	19,435	4,526	14,909	5,433	3,823	3,998	301	3,438
Washington	17,008	3,194	13,814	4,662	3,210	3,309	294	2,653
Wayne	59,229	35,147	24,082	16,456	14,864	15,315	1,190	21,734
Wells	19,099	5,417	13,682	5,537	4,776	4,912	291	4,842
White	17,037	5,153	13,884	4,873	4,055	4,199	396	4,379
Whitley	17,001	4,219	12,782	4,934	4,280	4,356	332	4,471
Total State	3,427,796	1,887,712	1,540,084	961,498	826,603	848,325	63,979	81,130,514

All money figures in the retail-service column are in thousands (\$000) of dollars.

IOWA

Population 2,538,268
 Families 701,824
 Radio Homes, 1940 Census 617,006
 Radio Homes, NAB Projection 633,168

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adair	13,196		13,196	3,763	3,222	3,299	288	\$3,124
Adams	10,156		10,156	2,930	2,491	2,570	202	2,106
Allamakee	17,184	2,972	14,212	4,500	3,665	3,777	381	4,565
Appanoose	24,245	8,413	15,832	6,975	5,544	5,647	484	5,649
Audubon	11,790		11,790	3,225	2,790	2,854	251	3,171
Benton	22,879	7,365	15,514	6,435	5,762	5,866	506	6,851
Black Hawk	79,946	61,092	18,854	22,621	21,084	21,563	1,446	37,097
Boone	29,782	12,373	17,409	7,917	7,043	7,232	592	9,013
Bremer	17,932	4,156	13,776	4,962	4,332	4,399	358	6,213
Buchanan	20,991	4,342	16,649	5,348	4,655	4,765	438	5,044
Buena Vista	19,838	5,274	14,564	5,483	5,054	5,148	528	7,599
Butler	17,986		17,986	4,983	4,328	4,373	358	4,503
Calhoun	17,584		17,584	4,864	4,398	4,496	457	5,401
Carroll	22,770	5,389	17,381	5,697	5,216	5,323	515	8,004
Cass	18,647	5,802	12,845	5,465	4,773	4,863	587	7,249
Cedar	16,884	2,518	14,366	4,845	4,087	4,286	336	5,144
Cerro Gordo	43,845	30,844	13,001	11,693	10,721	10,922	900	20,010
Cherokee	19,258	7,469	11,789	4,606	4,174	4,307	399	5,985
Chickasaw	15,227	2,933	12,294	4,116	3,510	3,576	337	4,032
Clarke	10,293	3,281	6,952	3,047	2,450	2,573	191	2,296
Clay	17,762	6,599	11,163	4,902	4,395	4,520	428	8,123
Clayton	24,334		24,334	6,650	5,504	5,591	551	5,470
Clinton	44,722	26,270	18,452	12,443	11,313	11,641	988	17,962
Crawford	20,538	4,361	16,177	5,361	4,708	4,790	443	5,446
Dallas	24,649	5,977	18,672	7,178	6,380	6,489	510	7,530
Davis	11,136	2,732	8,404	3,207	2,430	2,498	198	2,039
Decatur	14,012		14,012	3,970	3,060	3,147	279	2,948
Delaware	18,487	3,762	14,725	4,903	4,246	4,300	350	4,524
Des Moines	36,804	25,832	10,972	10,875	9,523	9,777	706	14,638
Dickinson	12,185		12,185	3,294	2,946	3,035	378	4,188
Dubuque	63,768	43,892	19,876	15,915	14,322	14,587	1,148	24,822
Emmet	13,406	5,651	7,755	3,548	3,121	3,228	307	5,136
Fayette	29,154	7,801	21,350	7,919	6,906	7,013	605	8,748
Floyd	20,169	8,681	11,488	5,706	5,046	5,208	443	6,298
Franklin	16,379	4,006	12,373	4,446	3,995	4,102	296	4,831
Fremont	14,645		14,645	4,143	3,464	3,539	337	2,633
Greene	16,599	4,088	12,511	4,725	4,262	4,357	392	4,658
Grundy	13,518		13,518	3,703	3,384	3,494	295	3,940
Guthrie	17,210		17,210	4,889	4,074	4,206	463	3,790
Hamilton	19,922	6,738	13,184	5,380	4,925	5,024	403	6,263
Hancock	15,402		15,402	3,965	3,568	3,633	295	4,243
Hardin	22,530	7,978	14,552	6,301	5,555	5,810	574	8,545
Harrison	22,767	3,994	18,773	6,143	4,857	4,984	510	5,236
Henry	17,994	4,610	13,384	4,856	4,099	4,186	316	4,033
Howard	13,531	3,530	10,001	3,592	3,024	3,095	268	3,426
Humboldt	13,459	2,819	10,640	3,565	3,060	3,264	333	3,849
Ida	11,047		11,047	3,024	2,711	2,782	263	9,232
Iowa	17,016		17,016	4,662	4,031	4,099	359	5,171
Jackson	19,181	4,076	15,105	5,198	4,407	4,528	433	5,707
Jasper	21,496	10,462	21,034	8,847	7,843	8,032	629	8,315
Jefferson	15,762	6,773	8,989	4,641	3,846	3,997	343	4,468
Johnson	33,191	17,182	16,009	9,356	8,117	8,307	572	14,264
Jones	19,950	6,615	13,335	5,144	4,434	4,540	382	5,259
Keokuk	18,406		18,406	5,520	4,707	4,799	401	4,872
Kossuth	26,630	4,954	21,676	6,511	5,772	5,933	522	7,925
Lee	41,074	29,139	11,935	11,425	9,611	9,952	840	12,552
Linn	89,142	66,841	22,301	26,378	23,922	24,490	1,808	41,370
Louisia	11,384		11,384	3,265	2,682	2,746	230	3,083
Lucas	14,571	5,754	8,817	4,187	3,548	3,628	250	3,759
Lyon	15,374	2,556	12,818	3,772	3,236	3,369	357	3,422
Madison	14,525	3,831	10,694	4,215	3,430	3,543	280	3,649
Mahaska	26,485	11,024	15,461	7,696	6,687	6,824	449	7,957
Marion	27,019	10,574	16,445	7,299	6,125	6,427	550	7,235
Marshall	35,406	19,240	16,166	9,702	8,934	9,117	712	14,134
Mills	15,064	4,601	10,563	3,662	3,046	3,136	299	3,285
Mitchell	14,121	3,196	10,925	3,833	3,323	3,390	294	3,937
Monona	18,238	3,438	14,800	4,861	3,874	4,032	368	4,407
Monroe	14,553	6,157	9,396	3,964	3,174	3,300	263	2,893
Montgomery	15,697	5,763	9,934	4,666	4,131	4,238	397	5,359
Muscatine	31,296	18,286	13,010	9,259	8,210	8,375	686	11,038
O'Brien	19,293	3,768	15,525	5,185	4,689	4,845	520	6,858
Osceola	10,607		10,607	2,689	2,380	2,425	225	3,099
Page	24,887	11,751	13,136	6,678	5,772	5,952	628	11,026
Palo Alto	16,170	3,374	12,796	4,009	3,498	3,612	346	4,756
Plymouth	23,502	5,353	18,149	6,001	5,249	5,373	422	6,216
Pocahontas	16,266		16,266	4,204	3,815	3,934	349	4,471
Polk	195,835	164,071	31,764	56,516	51,022	53,129	3,972	94,342
Pottawattamie	66,756	41,439	25,317	18,471	16,259	16,675	1,356	20,145
Poweshiek	18,768	5,210	13,548	5,368	4,808	4,937	342	6,713

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Ringgold	11,137		11,137	3,264	2,617	2,710	177	1,893
Sac	17,639	3,165	14,474	4,763	4,320	4,412	390	5,241
Scott	84,784	69,182	15,566	24,166	22,303	22,686	1,486	40,042
Shelby	16,720	3,727	12,993	4,255	3,783	3,854	414	4,557
Sioux	27,209	2,681	24,528	6,647	5,659	5,776	603	6,498
Story	33,434	15,908	17,526	9,286	8,478	8,773	815	14,447
Tama	22,428	2,832	19,596	6,237	5,570	5,670	499	5,954
Taylor	14,258		14,258	4,176	3,440	3,505	344	2,625
Union	16,280	8,038	8,247	4,848	4,142	4,303	377	5,145
Van Buren	12,053		12,053	3,702	2,997	3,063	262	2,151
Wapello	44,280	31,570	12,710	12,834	11,249	11,479	767	14,947
Warren	17,695	4,123	13,572	5,110	4,195	4,321	458	3,899
Washington	20,055	5,227	14,828	5,746	4,909	5,002	389	6,708
Wayne	13,308		13,308	4,016	3,341	3,400	264	2,511
Webster	41,521	22,904	18,617	11,374	10,444	10,568	808	18,315
Winnemago	13,972	2,545	11,427	3,555	3,047	3,152	317	4,719
Winneshiek	22,263	5,303	16,960	5,807	4,950	5,060	438	5,777
Woodbury	103,627	82,364	21,263	28,394	25,208	25,966	2,207	47,338
Worth	11,449		11,449	3,006	2,629	2,670	223	2,581
Wright	20,038	6,995	13,043	5,442	4,967	5,085	425	5,920
State Total	2,538,268	1,084,231	1,454,037	701,824	617,006	633,168	52,780	\$870,632

KANSAS

Population	1,801,028
Families	511,109
Radio Homes, 1940 Census	411,984
Radio Homes, NAB Projection	424,457

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Allen	19,874	7,244	12,630	6,020	4,430	4,597	394	\$4,603
Anderson	11,658		2,607	3,404	2,430	2,489	232	2,310
Atchison	22,222	12,648	9,574	6,217	5,109	5,270	442	5,083
Barber	9,073		9,073	2,574	2,039	2,100	220	2,772
Barton	25,010	12,763	12,247	6,790	5,763	5,926	533	8,959
Bourbon	20,944	10,557	10,387	6,354	4,764	4,890	474	5,493
Brown	17,395	6,110	11,285	5,080	4,142	4,236	348	4,178
Butler	32,013	13,866	18,147	9,210	7,891	7,596	642	9,246
Chase	6,345		6,345	1,835	1,356	1,379	110	1,122
Chautauque	9,233		9,233	2,685	1,754	1,796	169	1,991
Cherokee	29,817	12,698	17,119	8,656	6,325	6,476	505	6,063
Cheyenne	6,221		6,221	1,590	1,151	1,208	119	1,476
Clark	4,081		4,081	1,107	880	905	101	1,218
Clay	13,281	4,518	8,763	3,964	3,365	3,420	315	3,950
Cloud	17,247	6,255	10,992	5,001	3,974	4,123	385	4,803
Colfax	12,278		12,278	3,679	2,596	2,661	245	2,760
Comanche	4,412		4,412	1,241	1,023	1,034	124	1,323
Cowley	38,139	22,258	24,066	11,102	9,164	9,428	797	11,450
Crawford	44,191	20,125	24,066	13,614	10,881	11,556	1,024	12,244
Decatur	7,434		7,434	2,062	1,453	1,552	152	1,304
Dickinson	22,929	9,475	13,454	6,632	5,698	5,829	574	6,182
Doniphan	12,936		12,936	3,663	2,611	2,714	251	1,707
Douglas	25,171	14,390	10,781	7,897	6,600	6,799	527	9,078
Edwards	6,377		6,377	1,834	1,446	1,479	166	1,469
Elk	8,180		8,180	2,468	1,694	1,756	184	1,422
Ellis	17,508	6,385	11,123	3,935	3,071	3,164	293	4,660
Ellsworth	9,855		9,855	2,676	2,174	2,230	224	2,131
Finney	10,092	6,285	3,807	2,706	2,120	2,210	209	4,511
Ford	17,254	8,487	8,767	4,579	3,806	3,987	398	6,798
Franklin	20,889	10,193	10,696	6,117	4,811	4,976	427	5,733
Geary	15,222	8,507	6,715	3,527	3,104	3,178	258	4,027
Gove	4,793		4,793	1,138	748	763	107	762
Graham	6,071		6,071	1,572	1,003	1,051	105	779
Grant	1,946		1,946	497	348	363	45	431
Gray	4,773		4,773	1,200	847	909	95	837
Greeley	1,638		1,638	429	310	324	39	246
Greenwood	16,495	3,803	12,692	4,764	3,486	3,579	362	4,054
Hamilton	2,645		2,645	707	529	536	80	762
Harper	12,068	2,873	9,195	3,481	2,866	2,945	322	3,382
Harvey	21,172	11,048	10,664	5,973	5,063	5,191	429	6,855
Haskell	2,088		2,088	541	424	433	46	399
Hodgeman	3,535		3,535	892	656	675	64	421
Jackson	13,382	2,885	10,497	3,909	2,783	2,906	276	2,241
Jefferson	12,718		12,718	3,748	2,541	2,613	246	1,698
Jewell	11,970		11,970	3,603	2,554	2,657	206	1,768
Johnson	33,327	3,979	23,348	9,686	8,279	8,552	615	6,207
Kearny	2,525		2,525	671	493	538	62	411
Kingman	12,001	3,213	8,788	3,212	2,655	2,711	268	2,691
Kiowa	5,112		5,112	1,395	1,123	1,154	129	1,045
Labette	30,352	14,294	16,058	8,889	7,002	7,138	602	7,931
Lane	2,821		2,821	759	591	604	70	659

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Leavenworth	41,112	19,220	21,892	9,023	7,546	7,722	593	8,316
Lincoln	8,338	8,338	2,314	1,788	1,868	156	1,302
Linn	11,969	11,969	3,656	2,208	2,285	265	2,059
Logan	3,688	3,688	961	712	732	107	828
Lyon	26,424	13,188	13,236	7,692	6,186	6,336	565	8,355
McPherson	24,152	7,194	16,958	6,710	5,586	5,751	530	6,831
Marion	18,951	18,951	5,197	4,011	4,162	367	4,135
Marshall	20,986	4,055	16,931	5,966	4,779	4,873	541	4,715
Meade	5,522	5,522	1,444	1,060	1,097	114	1,494
Miami	19,389	7,656	11,833	5,412	4,144	4,203	346	3,926
Mitchell	11,339	3,765	7,574	3,173	2,599	2,670	284	3,214
Montgomery	49,729	34,734	14,995	14,650	11,565	11,881	1,048	15,120
Morris	10,363	2,875	7,488	2,969	2,334	2,388	232	2,056
Morton	2,186	2,186	611	406	437	65	538
Nebraska	16,761	16,761	4,186	3,466	3,549	349	3,903
Neosho	22,210	10,142	12,068	6,552	4,951	5,077	425	5,674
Ness	6,864	6,864	1,765	1,321	1,364	183	1,174
Norton	9,831	2,762	7,069	2,711	1,848	1,928	164	1,930
Osage	15,118	15,118	4,625	3,392	3,479	328	2,677
Osborne	9,835	9,835	2,856	2,220	2,271	238	2,062
Ottawa	9,221	9,221	2,778	2,294	2,356	191	1,662
Pawnee	10,300	3,533	6,767	2,466	2,073	2,125	206	2,933
Phillips	10,435	10,435	3,053	2,133	2,256	254	2,134
Pottawatomie	14,015	14,015	3,869	2,954	3,020	302	3,018
Pratt	12,348	6,591	5,757	3,467	2,897	3,045	299	4,399
Rawlins	6,618	6,618	1,701	1,310	1,379	137	1,123
Reno	52,165	30,013	22,152	14,772	12,483	12,887	1,152	19,886
Republic	13,124	2,580	10,544	3,999	2,974	3,043	306	2,603
Rice	17,123	4,497	12,716	4,988	4,291	4,403	382	5,173
Riley	20,617	11,659	8,958	6,074	5,171	5,274	476	8,499
Rooks	8,497	8,497	2,355	1,743	1,822	189	1,692
Rush	8,285	8,285	2,161	1,664	1,695	189	1,597
Russell	13,464	4,819	8,645	3,766	3,037	3,109	298	3,729
Saline	29,535	21,073	8,462	8,394	7,315	7,677	732	12,318
Scott	3,773	3,773	992	790	813	92	1,074
Sedgewick	143,311	114,966	28,345	42,468	36,943	38,356	3,172	62,794
Seward	6,540	4,310	2,130	1,800	1,425	1,500	171	3,181
Shawnee	91,247	67,833	23,414	26,376	23,202	23,955	1,797	35,534
Sheridan	5,312	5,312	1,254	854	885	93	719
Sherman	6,421	3,306	3,115	1,741	1,359	1,402	144	2,051
Smith	10,582	10,582	3,205	2,201	2,269	223	1,768
Stafford	10,487	10,487	2,921	2,351	2,475	196	2,646
Stanton	1,443	1,443	365	244	252	36	378
Stevens	3,193	3,193	852	601	620	63	633
Summer	26,163	7,246	18,917	7,602	6,313	6,469	481	6,114
Thomas	6,425	6,425	1,747	1,425	1,466	175	2,175
Trego	5,822	5,822	1,462	1,110	1,130	124	1,096
Wabaunsee	9,219	9,219	2,603	1,838	1,883	209	1,541
Wallace	2,216	2,216	598	416	428	48	387
Washington	15,921	15,921	4,600	3,406	3,486	332	2,547
Wichita	2,185	2,185	564	409	423	46	614
Wilson	17,723	6,900	10,823	5,244	3,952	4,076	340	3,504
Woodson	8,014	8,014	2,323	1,616	1,648	219	1,401
Wyandotte	145,071	121,458	23,613	40,551	35,577	36,676	2,588	40,507
Total State	1,801,028	753,911	1,017,087	511,109	411,981	421,157	37,592	\$503,948

KENTUCKY

Population 2,845,627
 Families 698,538
 Radio Homes, 1940 Census 444,416
 Radio Homes, NAB Projection 456,633

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Adair	18,566	—	18,566	4,353	1,902	1,925	252	\$1,388
Allen	15,496	—	15,496	3,964	1,841	1,862	213	1,876
Anderson	8,936	—	8,936	2,404	1,718	1,762	105	1,382
Ballard	9,480	—	9,480	2,633	1,553	1,636	150	987
Barren	27,559	5,815	21,744	6,958	4,138	4,232	393	5,141
Bath	11,451	—	11,451	2,792	1,577	1,636	146	965
Bell	43,812	15,659	28,153	9,229	5,026	5,195	443	7,441
Bone	10,820	—	10,820	2,983	2,232	2,289	170	1,197
Bourbon	17,932	6,697	11,235	4,875	3,513	3,616	207	3,454
Boyd	45,938	34,061	11,877	10,956	8,880	9,087	745	12,902
Boyle	17,075	6,734	10,341	4,549	3,238	3,383	280	5,302
Bracken	9,389	—	9,389	2,550	1,798	1,866	173	1,364
Breathitt	23,946	—	23,946	4,637	1,003	1,030	379	980
Breckinridge	17,744	—	17,744	4,508	2,346	2,381	292	1,537
Bullitt	9,511	—	9,511	2,448	1,475	1,491	111	987
Butler	14,371	—	14,371	3,391	1,254	1,280	246	723
Caldwell	14,499	5,389	9,110	4,008	2,201	2,361	180	2,281
Calloway	19,041	3,773	15,268	5,292	2,895	3,118	295	3,040
Campbell	71,918	58,785	13,133	20,029	17,912	18,480	1,332	20,298

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Carlisle	7,050	—	7,050	2,062	1,192	1,242	94	787
Carroll	8,657	2,910	5,747	2,388	1,667	1,692	153	2,095
Carter	25,545	—	25,545	5,284	2,676	2,738	289	2,148
Casey	19,962	—	19,962	4,258	1,635	1,672	197	937
Christian	36,129	11,724	24,405	9,195	4,906	5,061	519	7,083
Clark	17,988	8,594	9,394	4,976	3,431	3,592	316	4,444
Clay	23,901	—	23,901	4,527	1,496	1,530	259	1,123
Clinton	10,278	—	10,279	2,287	959	978	128	727
Crittenden	12,115	—	12,115	3,203	2,006	2,040	166	1,476
Cumberland	11,923	—	11,923	2,622	1,055	1,075	153	866
Davies	52,335	30,245	22,090	13,556	9,928	10,299	792	14,220
Edmonson	11,344	—	11,344	2,557	1,117	1,132	185	693
Elliott	8,713	—	8,713	1,741	707	718	116	422
Estill	17,978	3,631	14,347	3,853	1,784	1,821	231	1,896
Fayette	78,899	49,304	29,595	21,044	16,678	17,249	1,125	36,564
Fleming	13,327	—	13,327	3,582	2,166	2,259	244	1,753
Floyd	52,986	—	52,986	10,457	5,906	6,031	585	5,846
Franklin	23,308	11,492	11,816	6,040	4,748	4,820	335	7,189
Fulton	15,413	3,308	12,105	4,080	2,486	2,559	339	4,012
Gallatin	4,307	—	4,307	1,188	660	701	79	626
Garrard	11,910	—	11,910	2,915	1,817	1,848	149	1,669
Grant	9,876	—	9,876	2,741	1,772	1,802	183	1,792
Graves	31,763	8,619	23,144	8,747	5,305	5,503	492	5,901
Grayson	17,562	—	17,562	4,361	1,804	1,847	288	1,673
Green	12,321	—	12,321	3,077	1,547	1,586	181	930
Greenup	24,917	—	24,917	5,456	3,395	3,463	272	2,027
Hancock	6,807	—	6,807	1,780	939	962	104	693
Hardin	29,108	3,667	25,441	6,091	3,605	3,740	425	5,673
Harlan	75,275	9,271	66,004	15,846	10,204	10,484	14,272	14,272
Harrison	15,124	4,840	10,284	4,243	2,973	3,144	280	3,945
Hart	17,239	—	17,239	4,320	2,121	2,172	255	1,666
Henderson	27,020	13,160	13,860	7,414	5,029	5,176	393	5,731
Henry	12,220	—	12,220	3,327	2,293	2,321	179	1,822
Hickman	9,142	—	9,142	2,442	1,384	1,440	100	1,018
Hopkins	37,789	13,627	24,162	10,321	6,546	6,667	531	7,558
Jackson	16,339	—	16,339	3,249	1,049	1,100	168	793
Jefferson	385,392	319,077	66,315	106,158	90,710	92,905	6,586	151,305
Jessamine	12,174	3,192	8,982	3,252	2,172	2,202	223	2,284
Johnson	25,771	—	25,771	5,527	2,757	2,800	293	3,367
Kenton	93,139	71,088	22,051	26,208	23,546	24,175	1,662	27,221
Knott	20,007	—	20,007	3,762	1,276	1,289	226	778
Knox	31,029	1,575	29,454	6,500	2,766	2,831	326	2,219
Larue	9,622	—	9,622	2,472	1,424	1,445	158	1,226
Laurel	25,640	—	25,640	5,460	2,404	2,462	266	2,357
Lawrence	17,275	—	17,275	3,747	1,668	1,712	215	1,139
Lee	10,860	—	10,860	2,280	936	957	146	770
Leslie	14,981	—	14,981	2,744	611	622	148	562
Letcher	40,592	9,428	31,164	8,102	4,455	4,642	450	4,672
Lewis	15,686	—	15,686	3,700	1,722	1,824	157	916
Lincoln	19,859	—	19,859	4,616	2,525	2,607	288	2,063
Livingston	9,127	—	9,127	2,399	1,282	1,307	92	614
Lozan	23,345	3,983	19,362	6,090	3,378	3,486	316	3,310
Lyon	9,067	—	9,067	1,942	974	1,062	77	826
McCracken	48,534	33,765	14,769	13,462	9,318	9,595	780	15,917
McCreary	16,451	—	16,451	3,300	1,536	1,573	203	1,682
McLean	11,446	—	11,446	2,988	1,891	1,933	158	1,103
Madison	28,541	7,335	21,206	7,175	4,163	4,341	408	5,760
Magoffin	17,490	—	17,490	3,441	1,016	1,039	245	673
Martin	16,913	3,786	13,127	3,793	2,243	2,303	169	2,375
Marshall	16,602	—	16,602	4,379	2,518	2,601	211	1,667
Martin	10,970	—	10,970	2,056	680	699	107	413
Mason	19,066	6,572	12,494	5,096	3,648	3,730	375	5,450
Meade	8,827	—	8,827	2,185	1,309	1,322	130	910
Memfee	5,691	—	5,691	1,221	405	415	68	341
Mercer	14,629	4,673	9,956	3,932	2,760	2,835	218	2,761
Metcalfe	10,853	—	10,853	2,683	1,237	1,275	112	517
Monroe	14,070	—	14,070	3,258	1,576	1,604	259	1,128
Montgomery	12,280	4,782	7,498	3,204	1,965	2,007	209	2,732
Morgan	16,827	—	16,827	3,557	1,197	1,248	270	830
Muhlenberg	37,554	4,199	33,355	9,129	4,870	4,976	416	5,066
Nelson	18,004	3,152	14,852	4,184	2,614	2,678	200	2,532
Nicholas	8,617	—	8,617	2,393	1,668	1,705	110	1,159
Ohio	24,421	—	24,421	6,312	3,080	3,133	412	2,119
Oldham	10,716	—	10,716	2,096	1,472	1,504	107	1,135
Owen	10,942	—	10,942	2,998	1,877	1,917	123	1,367
Owsley	8,957	—	8,957	1,833	618	633	116	378
Pendleton	10,392	—	10,392	2,814	1,924	1,973	156	1,444
Perry	47,828	7,397	40,431	9,444	5,438	5,535	512	7,621
Pike	71,122	4,185	66,937	13,987	7,115	7,284	770	8,067
Powell	7,671	—	7,671	1,646	588	613	92	302
Pulaski	39,863	6,154	33,709	9,053	4,611	4,681	510	4,482
Robertson	3,419	—	3,419	918	640	659	64	426
Rockcastle	17,166	—	17,166	3,711	1,207	1,240	255	1,062

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Rowan	12,734	—	12,734	2,731	1,473	1,500	217	1,675
Russell	13,615	—	13,615	2,984	1,172	1,187	173	915
Scott	14,314	4,420	9,894	3,942	2,800	2,892	195	2,811
Shelby	17,759	4,392	13,367	4,770	3,384	3,506	207	3,723
Simpson	11,752	3,940	7,812	3,123	1,818	1,868	176	2,220
Spencer	6,757	—	6,757	1,649	1,043	1,058	68	844
Taylor	13,556	—	13,556	3,381	1,961	2,013	178	1,917
Todd	14,234	—	14,234	3,717	1,713	1,771	196	1,507
Trigg	12,784	—	12,784	3,131	1,527	1,553	104	1,050
Trimble	5,601	—	5,601	1,443	930	973	81	324
Union	17,411	3,079	14,332	4,390	2,970	3,057	234	2,711
Warren	36,631	14,585	22,046	9,797	5,787	5,987	626	8,674
Washington	12,965	—	12,965	3,049	1,961	1,997	149	1,854
Wayne	17,204	—	17,204	3,734	1,357	1,466	177	1,385
Webster	19,198	4,397	14,801	5,374	2,977	3,066	282	2,840
Whitely	33,186	6,318	26,868	7,288	3,340	3,434	469	5,128
Wolfe	9,997	—	9,997	2,668	646	654	108	390
Woodford	11,847	2,548	9,299	2,971	2,109	2,194	159	2,088
Total State	2,815,627	819,327	1,996,300	698,538	141,116	156,633	10,283	\$551,228

LOUISIANA

Population	2,363,880
Families	592,528
Radio Homes, 1940 Census	307,883
Radio Homes, NAB Projection	315,261

Parish	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Acadia	46,260	14,497	31,763	10,971	4,203	4,300	627	\$7,510
Allen	17,540	3,933	13,307	4,464	1,878	1,933	195	1,998
Ascension	21,215	3,880	17,326	5,182	2,012	2,060	266	2,920
Assumption	18,541	—	18,541	4,263	1,373	1,391	204	2,380
Averyelles	30,256	3,575	35,681	9,500	3,395	3,511	572	4,362
Beauregard	14,847	3,750	11,097	3,772	1,504	1,551	195	2,095
Bienville	23,933	—	23,933	5,671	2,090	2,142	220	2,658
Bossier	33,162	5,786	27,376	8,100	3,286	3,422	276	4,528
Caddo	150,203	98,167	52,036	40,450	25,835	26,484	2,255	56,696
Calcasieu	56,506	27,963	28,543	14,522	9,043	9,179	973	16,994
Caldwell	12,046	—	12,046	2,902	1,296	1,348	127	1,358
Cameron	7,203	—	7,203	1,698	789	813	90	505
Catahoula	14,618	—	14,618	3,522	915	1,019	132	1,136
Claborne	29,855	3,497	26,358	7,036	2,645	2,698	318	3,720
Concordia	14,562	2,857	11,705	4,131	1,137	1,161	167	1,913
De Soto	31,803	4,065	27,738	7,897	2,313	2,378	303	3,594
East Baton Rouge	88,415	34,719	53,696	23,016	15,889	16,314	1,277	37,038
East Carroll	19,023	3,711	15,312	5,206	1,500	1,582	159	2,230
East Feliciana	18,039	5,384	12,655	3,263	877	889	132	1,072
Evangeline	30,497	3,721	26,776	7,678	1,781	1,827	409	2,613
Franklin	32,382	2,834	29,548	7,981	2,704	2,792	267	3,346
Grant	15,933	—	15,933	3,915	1,491	1,549	177	1,651
Iberia	37,183	17,109	20,074	8,904	4,411	4,519	512	7,455
Iberville	27,721	5,049	22,672	7,001	2,476	2,512	351	3,681
Jackson	17,807	2,639	15,168	4,355	2,186	2,231	156	3,029
Jefferson	50,427	16,871	34,556	12,726	9,319	9,531	818	9,646
Jefferson Davis	24,191	7,343	16,848	6,046	2,620	2,711	311	4,636
Lafayette	43,941	19,210	24,731	10,321	4,428	4,528	681	8,896
Lafourche	38,615	5,851	32,764	8,638	3,342	3,474	401	7,309
La Salle	10,959	—	10,959	2,737	1,297	1,322	150	2,058
Louisiana	24,790	7,107	17,683	6,005	2,744	2,824	255	3,773
Livingston	17,790	—	17,790	4,258	1,757	1,771	194	1,567
Madison	18,443	5,712	12,731	5,012	1,533	1,561	202	2,885
Morehouse	27,571	6,026	20,945	7,244	2,454	2,511	210	3,845
Natchitoches	40,997	6,812	34,185	9,851	3,091	3,197	392	4,546
Orleans	494,537	494,537	—	133,040	100,856	102,649	9,173	176,285
Ouachita	49,168	36,869	22,299	15,836	9,735	10,035	947	21,681
Plaquemines	12,318	—	12,318	2,918	1,446	1,454	137	938
Point Coupee	24,004	—	24,004	5,767	1,748	1,815	338	2,715
Rapides	73,370	31,363	42,007	17,651	8,978	9,309	957	16,428
Red River	15,881	—	15,881	3,896	1,159	1,180	113	1,355
Richland	28,829	—	28,829	7,112	2,439	2,549	253	3,240
Sabine	23,586	—	23,586	5,805	1,928	2,020	261	2,581
St. Bernard	7,280	—	7,280	1,779	1,073	1,093	102	701
St. Charles	12,321	—	12,321	2,895	1,417	1,441	188	1,553
St. Helena	9,542	—	9,542	2,215	661	672	49	321
St. James	16,596	—	16,596	3,799	1,213	1,270	242	1,748
St. John the Baptist	14,766	—	14,766	3,393	1,422	1,449	196	1,706
St. Landry	71,481	14,222	57,259	15,576	4,915	5,021	829	10,128
St. Martin	26,394	3,501	22,893	5,672	1,784	1,812	369	2,681
St. Mary	31,458	11,243	20,215	7,633	3,505	3,569	404	5,001
St. Tammany	23,624	6,987	16,637	5,974	3,098	3,158	350	3,697

State	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Tangipahoa	45,519	10,034	35,485	11,363	5,026	5,089	544	7,812
Tensas	15,940	—	15,940	4,489	1,021	1,050	162	1,450
Terrebonne	36,880	9,062	26,828	8,152	3,441	3,590	493	8,035
Union	20,943	—	20,943	5,004	2,169	2,298	203	1,968
Vermilion	37,750	9,510	28,240	8,959	3,437	3,495	516	4,869
Vernon	19,142	2,829	16,313	4,765	1,977	2,019	209	2,270
Washington	34,443	14,604	19,839	8,583	4,443	4,526	396	6,223
Webster	33,676	9,499	24,177	8,430	4,208	4,295	394	5,705
West Baton Rouge	11,263	—	11,263	3,007	1,049	1,061	107	1,205
West Carroll	19,252	—	19,252	4,515	2,044	2,103	194	1,903
West Feliciana	11,720	—	11,720	2,182	467	473	82	676
Winn	16,823	4,512	12,411	4,180	1,610	1,731	154	2,120
Total State	2,363,880	980,439	1,383,441	592,528	307,883	315,261	32,356	\$522,652

Population 847,226
 Families 218,968
 Radio Homes, 1940 Census 184,348
 Radio Homes, NAB Projection 189,300

MAINE

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Androscoggin	76,679	58,415	18,264	19,562	17,657	18,150	1,511	\$30,783
Aroostook	94,436	8,149	86,287	19,853	14,031	14,559	1,639	23,982
Cumberland	146,000	107,514	38,486	38,636	34,977	36,033	2,984	69,868
Franklin	19,896	—	19,896	5,332	4,266	4,348	469	5,659
Hancock	32,422	3,911	28,511	9,390	7,501	7,757	887	10,787
Kennebec	77,231	44,998	32,233	19,250	16,464	16,868	1,543	28,390
Knox	27,191	8,899	18,292	8,176	6,704	6,859	732	9,891
Lincoln	16,294	—	16,294	4,846	3,859	4,012	411	5,624
Oxford	42,662	8,447	34,215	11,011	9,047	9,204	795	11,968
Penobscot	97,104	44,020	53,084	24,307	21,146	21,649	1,768	36,143
Piscataquis	18,467	—	18,467	5,086	4,156	4,232	359	4,483
Sagadahoc	19,123	10,235	8,888	5,346	4,558	4,662	370	6,260
Somerset	38,245	6,001	32,244	10,213	8,279	8,509	790	9,741
Waldo	21,159	5,540	15,619	5,943	4,547	4,667	480	5,181
Washington	37,767	8,507	29,260	10,164	7,816	8,102	893	9,383
York	82,550	28,421	54,129	21,853	19,340	19,689	2,147	27,914
Total State	847,226	343,057	504,169	218,968	181,318	189,300	17,758	\$296,057

Population 1,821,244
 Families 465,683
 Radio Homes, 1940 Census 396,338
 Radio Homes, NAB Projection 410,164

MARYLAND

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Allegany	80,973	50,707	30,266	21,842	18,896	19,427	1,423	\$29,240
Anne Arundel	68,375	13,069	55,306	15,115	12,156	12,527	934	15,754
Baltimore	155,825	28,802	127,023	37,533	34,425	35,341	1,886	28,581
Baltimore City	859,100	859,100	—	227,582	209,038	213,790	19,658	413,654
Calvert	10,484	—	10,484	2,382	1,256	1,286	202	1,962
Caroline	17,549	—	17,549	4,682	3,450	3,507	346	4,091
Carroll	39,054	4,692	34,362	9,493	7,950	8,090	585	9,364
Cecil	26,407	3,518	22,889	6,333	4,897	5,136	443	6,201
Charles	17,612	—	17,612	3,779	1,799	1,907	231	3,141
Dorchester	28,006	10,102	17,904	7,239	4,769	5,040	618	6,943
Frederick	57,312	19,658	37,654	14,306	11,525	11,793	927	18,123
Garrett	21,981	—	21,981	4,953	3,146	3,267	253	4,031
Harford	35,060	4,967	30,093	8,274	6,567	6,823	567	9,261
Howard	17,175	—	17,175	3,965	3,071	3,178	302	4,447
Kent	13,465	2,760	10,705	3,702	2,444	2,613	319	4,133
Montgomery	83,912	7,650	76,262	21,740	19,109	19,771	713	25,620
Prince Georges	89,490	18,347	71,143	21,353	17,644	18,216	907	21,123
Queen Annes	14,476	—	14,476	3,913	2,527	2,579	232	2,868
St. Marys	14,626	—	14,626	3,084	1,280	1,313	250	2,365
Somerset	20,965	3,908	17,057	5,544	3,357	3,521	432	3,121
Talbot	18,784	4,528	14,256	5,267	3,853	3,970	390	6,863
Washington	68,838	32,491	36,347	17,697	14,843	15,305	1,300	23,162
Wicomico	34,530	13,313	21,217	9,744	7,335	7,597	687	12,970
Worcester	21,245	2,739	18,506	5,981	4,001	4,169	468	7,573
Total State	1,821,244	1,080,351	740,893	465,683	396,338	410,164	34,063	\$664,491

All money figures in the retail-service column are in thousands (\$000) of dollars.

MASS.

Population 4,316,721
 Families 1,120,691
 Radio Homes, 1940 Census ... 1,044,830
 Radio Homes, NAB Projection 1,077,642

County	POPULATION		
	Total	Urban	Rural
Barnstable	37,295	12,001	25,294
Berkshire	122,273	98,757	23,516
Bristol	364,637	327,946	36,691
Dukes	5,669	—	5,669
Essex	496,313	467,534	28,779
Franklin	49,453	28,865	20,588
Hampden	332,107	304,016	28,091
Hampshire	72,461	55,933	16,528
Middlesex	971,390	891,684	79,706
Nantucket	3,401	3,401	—
Norfolk	325,180	280,406	44,774
Plymouth	168,824	122,934	45,890
Suffolk	863,248	863,248	—
Worcester	504,470	402,751	101,719
Total State	4,316,721	3,859,476	457,245

Families	RADIO HOMES		RETAIL—SERVICE	
	1940 Census	NAB Projection	Stores	Sales
11,047	9,684	9,825	1,084	\$21,793
32,629	30,007	30,922	2,259	51,640
96,741	89,300	91,776	7,110	126,600
1,699	1,508	1,517	222	3,248
133,919	124,278	128,173	10,329	190,681
13,708	12,347	12,704	932	19,792
87,360	82,569	84,825	6,305	146,136
17,835	16,458	16,883	1,436	25,807
244,850	230,313	238,208	16,511	327,638
989	948	955	119	2,110
83,251	78,417	81,689	5,122	122,697
47,965	44,639	45,487	3,867	72,229
220,304	205,152	211,842	20,029	509,209
128,388	119,210	122,836	8,775	196,533
1,120,691	1,011,830	1,077,642	81,000	\$1,876,113

MICHIGAN

Population 5,256,106
 Families 1,396,014
 Radio Homes, 1940 Census ... 1,271,499
 Radio Homes, NAB Projection 1,304,149

County	POPULATION		
	Total	Urban	Rural
Alcona	5,463	—	5,463
Alger	10,167	4,409	5,758
Allegan	41,839	7,954	33,885
Alpena	20,766	12,808	7,958
Antrim	10,965	—	10,964
Arenac	9,233	—	9,233
Baraga	9,356	2,564	6,792
Barry	22,613	5,175	17,438
Bay	74,981	47,956	27,025
Benzie	7,800	—	7,800
Berrien	89,117	41,015	48,102
Branch	25,845	7,343	18,502
Calhoun	94,206	57,051	37,155
Cass	21,910	5,007	16,903
Charlevoix	13,031	2,904	10,127
Cheboygan	13,644	5,673	7,971
Chippewa	27,807	15,847	11,960
Clare	9,163	—	9,163
Clinton	26,671	4,422	22,249
Crawford	3,765	—	3,765
Delta	34,037	19,802	14,235
Dickinson	28,731	20,579	8,152
Eaton	34,124	12,503	21,621
Emmet	15,791	6,019	9,772
Genesee	227,944	154,920	73,024
Gladwin	9,385	—	9,385
Gogebie	31,797	21,040	10,757
Grand Traverse	33,390	14,455	8,935
Gruet	32,205	10,241	21,964
Hillsdale	29,092	6,381	22,711
Houghton	47,631	13,176	34,455
Huron	32,584	2,624	29,960
Ingham	130,616	87,459	43,157
Ionia	35,710	10,481	25,229
Iosco	8,560	—	8,560
Iron	20,243	7,057	13,186
Isabella	25,982	8,413	17,569
Jackson	93,108	49,656	43,452
Kalamazoo	100,985	54,097	45,988
Kalkaska	5,159	—	5,159
Kent	246,338	169,191	77,147
Keweenaw	4,004	—	4,004
Lake	4,798	—	4,798
Lapeer	32,116	5,305	26,751
Leelanau	8,436	—	8,436
Leawee	53,110	17,151	35,959
Livingston	20,863	3,748	17,115
Luce	7,423	2,732	4,691
MacKinae	9,438	2,669	6,769
Macomb	107,638	48,226	59,412
Manistee	18,450	8,694	9,756

Families	RADIO HOMES		RETAIL—SERVICE	
	1940 Census	NAB Projection	Stores	Sales
1,412	1,120	1,171	99	\$1,047
2,486	1,905	1,932	162	2,683
11,676	10,018	10,305	790	10,837
5,217	4,225	4,307	330	6,487
2,958	2,145	2,180	167	1,857
2,358	1,726	1,744	165	2,211
2,389	1,895	1,938	135	2,141
6,592	5,715	5,824	389	4,806
19,325	17,420	17,930	1,179	25,245
2,208	1,795	1,822	180	2,184
25,332	22,559	23,150	1,672	33,004
7,713	6,774	6,928	514	7,563
26,817	24,493	25,227	1,737	36,360
6,508	5,478	5,627	385	5,170
3,513	2,706	2,821	286	3,572
3,441	2,545	2,625	267	3,658
6,725	5,597	5,699	459	9,036
2,451	1,889	1,973	190	2,651
7,255	6,428	6,615	423	5,949
947	740	754	111	1,525
8,724	7,286	7,509	575	10,424
6,676	6,676	6,782	470	7,687
9,982	8,801	9,103	623	8,473
4,209	3,189	3,252	364	7,110
60,380	56,536	57,660	3,594	89,672
2,397	1,915	1,961	158	1,909
8,091	7,106	7,263	569	9,808
5,842	4,903	5,002	338	9,505
8,831	7,405	7,662	586	9,338
8,576	7,224	7,475	518	6,594
12,554	11,116	11,377	802	13,249
8,069	6,837	6,994	579	8,171
36,894	34,592	35,306	2,095	58,173
9,535	8,353	8,583	667	8,633
2,347	1,862	1,952	168	2,264
5,237	4,382	4,466	322	5,200
6,693	5,628	5,769	373	6,778
25,148	23,193	23,707	1,592	35,064
27,504	25,472	26,175	1,784	43,610
1,363	891	969	60	740
69,220	63,953	65,723	4,479	102,253
1,070	871	873	44	577
1,454	871	915	115	802
7,402	6,409	6,699	515	7,789
2,145	1,517	1,533	170	1,382
14,835	13,200	13,608	1,011	16,740
5,710	5,112	5,251	386	6,301
1,488	1,069	1,103	77	1,968
2,362	1,722	1,793	208	2,281
27,509	25,692	26,357	1,618	29,493
5,230	4,435	4,504	375	5,324

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Marquette	47,144	32,232	14,912	12,077	10,608	10,833	781	14,758
Mason	19,378	8,701	10,677	5,441	4,589	4,695	304	5,727
Mecosta	16,902	4,987	11,915	4,631	3,679	3,835	318	4,286
Menominee	24,883	10,230	14,653	6,373	5,484	5,583	367	4,426
Midland	27,094	10,329	16,765	6,930	5,956	6,129	353	7,612
Missaukee	8,034	—	8,034	1,997	1,394	1,440	108	1,511
Monroe	58,620	18,478	40,142	15,122	13,549	14,003	948	15,712
Montcalm	28,581	5,321	23,260	8,352	6,923	7,133	636	7,393
Montmorency	3,840	—	3,840	972	667	676	77	809
Muskegon	94,501	63,744	30,757	25,774	23,998	24,324	1,492	33,219
Newaygo	19,286	2,620	16,766	5,366	4,236	4,295	298	3,717
Oakland	254,068	143,106	110,962	66,587	63,095	64,989	3,578	86,680
Oceana	14,812	—	14,812	4,128	3,182	3,262	274	3,158
Ogemaw	8,720	—	8,720	2,267	1,559	1,649	156	2,430
Ontonagon	11,359	—	11,359	2,939	2,401	2,452	197	2,378
Oscoda	13,309	—	13,309	3,574	2,777	2,836	236	2,998
Oscoda	2,643	—	2,643	667	478	486	72	554
Otsego	5,827	—	5,827	1,375	958	979	135	1,813
Ottawa	59,660	26,422	33,238	16,075	14,882	15,240	998	19,197
Presque Isle	12,250	3,072	9,178	2,759	2,044	2,076	198	2,436
Roscommon	3,668	—	3,668	1,102	828	851	148	1,441
Saginaw	130,468	82,794	47,674	34,542	31,292	32,143	1,992	46,412
St. Clair	76,222	39,863	36,359	20,691	18,953	19,456	1,329	27,451
St. Joseph	37,749	13,924	17,825	9,501	8,321	8,532	709	10,757
Sanilac	30,114	—	30,114	7,999	6,738	6,968	551	7,059
Schooner	9,524	5,399	4,125	2,366	1,939	1,963	173	2,873
Shiawassee	41,207	17,551	23,656	11,353	10,179	10,484	766	13,178
Tuscola	36,694	3,070	32,624	9,302	7,507	7,892	611	9,562
Van Buren	35,111	4,745	30,366	10,573	8,881	9,237	816	10,975
Washtenaw	80,180	41,936	38,874	22,198	20,880	21,332	1,761	38,361
Wayne	2,015,623	1,029,781	85,842	522,414	493,988	506,958	34,479	873,960
Wexford	17,976	9,855	8,121	4,877	4,023	4,100	342	5,838
Total State	5,256,106	3,454,867	1,801,239	1,396,014	1,271,499	1,301,149	90,038	\$1,951,069

Population	2,792,300
Families	728,359
Radio Homes, 1910 Census	647,499
Radio Homes, NAB Projection	664,296

MINNESOTA

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Aitkin	17,865	—	17,865	4,668	3,739	3,791	401	\$3,410
Anoka	22,443	12,461	9,982	5,462	4,795	4,952	300	4,435
Becker	26,562	5,015	21,547	6,455	5,149	5,212	370	5,550
Beltrami	26,107	9,427	16,680	6,649	5,041	5,244	521	7,822
Benton	16,106	5,735	10,371	3,648	3,084	3,116	322	3,886
Big Stone	10,447	—	10,447	2,577	2,303	2,338	285	3,804
Blue Earth	36,203	15,654	20,549	9,657	8,547	8,815	861	17,137
Brown	25,544	11,666	13,878	6,468	5,778	5,953	486	9,312
Carlton	24,212	7,304	16,908	6,075	5,212	5,282	420	6,563
Carver	17,606	—	17,606	4,349	3,750	3,889	381	4,838
Cass	20,646	—	20,646	5,146	3,856	3,960	405	3,582
Chippewa	16,927	5,220	11,707	4,293	3,968	3,954	303	6,354
Chisago	13,124	—	13,124	3,629	3,027	3,088	318	3,088
Clay	25,337	9,491	15,846	6,229	5,514	5,661	390	8,169
Clearwater	11,153	—	11,153	2,790	2,133	2,178	206	2,049
Cook	3,030	—	3,030	794	606	613	94	897
Cottonwood	16,143	2,807	13,336	4,012	3,557	3,672	297	4,926
Crow Wing	30,226	15,025	15,201	7,884	6,778	6,954	674	10,478
Dakota	39,660	23,239	16,421	9,616	8,534	8,964	653	12,694
Dodge	12,931	—	12,931	3,315	2,873	2,946	231	2,890
Douglas	20,369	5,051	15,318	5,280	4,487	4,583	462	6,297
Fairbault	23,941	3,702	20,239	6,123	5,459	5,608	544	8,272
Fillmore	25,830	—	25,830	6,878	5,673	5,859	625	6,460
Freeborn	31,780	12,200	19,580	8,200	7,267	7,551	539	11,269
Goodhue	31,564	9,962	21,602	8,363	7,358	7,607	672	11,016
Grant	9,828	—	9,828	2,479	2,156	2,236	223	2,908
Hennepin	568,899	522,830	46,069	162,179	152,246	156,235	11,175	312,143
Houston	14,735	—	14,735	3,777	3,174	3,269	298	3,443
Hubbard	11,085	2,643	8,442	2,874	2,127	2,209	206	2,482
Isanti	12,950	—	12,950	3,098	2,481	2,544	221	2,855
Itasca	32,996	4,875	28,121	8,478	6,943	7,061	606	8,787
Jackson	16,805	2,840	13,965	4,178	3,722	3,829	276	4,275
Kanabec	9,651	—	9,651	2,466	1,994	2,035	166	2,049
Kandiyohi	26,524	7,023	18,901	6,308	5,646	5,752	494	8,641
Kittson	10,717	—	10,717	2,532	2,123	2,146	226	3,083

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Koochiebing	16,930	5,626	11,304	4,497	3,427	3,507	434	5,430
Lac qui Parle	15,509	—	15,509	3,715	3,335	3,428	269	3,701
Lake	6,956	4,046	2,910	2,087	1,868	1,891	211	2,855
Lake of the Woods	5,975	—	5,975	1,501	1,119	1,150	145	906
Le Sueur	19,227	—	19,227	5,154	4,419	4,537	395	4,895
Limebush	10,797	—	10,797	2,661	2,298	2,346	206	2,309
Lyon	21,569	7,475	13,804	5,343	4,712	4,876	466	8,654
McLeod	21,380	3,887	17,493	5,482	4,676	4,762	520	7,111
Malhomen	8,054	—	8,054	1,780	1,325	1,358	114	1,354
Marshall	18,364	—	18,364	4,274	3,629	3,693	314	3,561
Martin	24,656	6,988	17,688	6,255	5,616	5,817	540	9,159
Meecker	19,277	3,920	15,357	4,756	4,175	4,256	397	5,168
Mille Lacs	15,558	—	15,558	4,133	3,263	3,344	317	4,389
Morrison	27,473	6,047	21,426	6,321	5,163	5,252	590	6,898
Mower	36,113	18,307	17,806	9,292	8,346	8,622	643	13,681
Murray	15,060	—	15,060	3,442	3,081	3,150	254	3,458
Nicollet	18,282	9,387	8,895	4,061	3,681	3,790	284	3,772
Nobles	21,215	5,918	15,297	5,264	4,760	4,901	406	8,161
Norman	14,746	—	14,746	3,593	3,012	3,114	280	3,413
Olmsted	42,658	26,312	16,346	10,275	9,193	9,532	702	19,350
Otter Tail	53,192	10,848	42,344	12,799	10,604	10,949	814	11,995
Pennington	12,913	6,019	6,894	3,188	2,766	2,829	221	4,886
Pine	21,478	—	21,478	5,490	4,349	4,439	406	4,286
Pipestone	13,794	4,682	9,112	3,416	3,018	3,155	320	5,638
Polk	37,734	10,672	27,062	9,185	7,880	8,092	775	10,836
Pope	13,544	2,564	10,980	3,327	2,924	2,986	259	2,971
Ramsey	309,935	293,729	16,206	86,251	81,216	83,336	5,928	183,932
Red Lake	7,413	—	7,413	1,696	1,385	1,410	151	1,606
Redwood	22,290	3,270	19,020	5,409	4,836	4,970	454	6,899
Renville	24,625	—	24,625	5,492	5,300	5,416	495	6,963
Rice	32,180	19,060	13,100	7,571	6,657	6,828	555	9,625
Rock	10,933	3,114	7,819	2,789	2,475	2,556	231	3,406
Roscutt	15,103	—	15,103	3,618	2,812	2,881	243	3,108
St. Louis	206,917	152,562	54,355	56,623	51,295	52,062	4,079	84,689
Scott	15,585	—	15,585	3,675	2,995	3,103	417	4,240
Sherburne	10,456	2,185	8,271	2,339	1,899	1,936	189	2,139
Sibley	16,625	—	16,625	4,038	3,425	3,575	307	3,837
Stearns	67,200	22,250	44,950	14,288	12,424	12,669	1,357	19,839
Steele	19,749	8,694	11,055	4,998	4,518	4,603	325	7,270
Stevens	11,039	3,214	7,825	2,644	2,274	2,338	192	3,614
Swift	15,469	2,729	12,740	3,761	3,293	3,356	322	4,612
Todd	27,438	2,952	24,486	6,700	5,594	5,695	416	5,344
Traverse	8,283	—	8,283	2,033	1,846	1,878	166	2,314
Wabasha	17,653	3,204	14,449	4,590	3,919	4,035	427	4,784
Madena	12,772	2,916	9,856	3,109	2,504	2,547	252	3,961
Waseca	15,186	4,270	10,916	3,914	3,416	3,525	282	4,435
Washington	26,430	9,646	16,784	6,852	6,125	6,301	517	7,718
Watsonwan	13,902	3,400	10,502	3,559	3,158	3,291	292	4,665
Wilkin	10,475	2,745	7,730	2,433	2,180	2,215	202	2,664
Winona	37,795	22,490	15,305	9,990	8,631	8,998	801	14,292
Wright	27,550	—	27,550	7,085	5,889	6,026	641	6,755
Yellow	16,917	—	16,917	4,202	3,754	3,821	337	4,696
Medicine	16,917	—	16,917	4,202	3,754	3,821	337	4,696
Total State	2,792,300	1,390,098	1,402,202	728,359	617,199	661,296	51,511	\$1,081,158

Population	2,183,796
Families	534,956
Radio Homes, 1940 Census	205,613
Radio Homes, NAB Projection	213,312

MISSISSIPPI

County	POPULATION			Families	RADIO HOMES 1940 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Adams	27,238	15,296	11,942	7,556	2,798	2,909	402	\$6,072
Alcorn	26,969	4,818	19,151	6,753	3,702	3,847	418	4,890
Amite	21,892	—	21,892	5,035	1,697	1,732	209	1,190
Attala	30,227	4,291	25,936	6,937	2,637	2,733	264	3,475
Benton	10,429	—	10,429	2,373	757	813	111	364
Bolivar	67,574	4,189	63,385	18,138	4,889	5,123	828	9,184
Calhoun	20,893	—	20,893	4,924	2,333	2,404	210	1,517
Carroll	20,651	—	20,651	4,746	1,487	1,576	138	1,037
Chickasaw	21,427	—	21,427	5,085	1,942	2,041	241	1,816
Choctaw	13,548	—	13,548	3,007	1,138	1,160	149	937
Claiborne	12,810	2,748	10,062	3,385	829	873	147	1,499
Clarke	20,596	—	20,596	4,803	1,835	1,881	165	1,693
Clay	19,030	5,627	13,403	4,709	1,681	1,765	215	2,345
Coahoma	48,333	12,168	36,165	13,529	3,840	4,011	596	8,849
Copiah	33,974	5,979	27,995	8,252	3,058	3,177	345	4,077
Covington	17,030	—	17,030	3,792	1,524	1,602	198	1,531
De Soto	26,663	—	26,663	6,060	1,446	1,556	189	1,978
Forrest	34,901	21,026	13,875	9,098	4,814	4,952	528	9,651

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Franklin	12,504	12,504	3,061	1,111	1,122	143	944
George	8,704	8,704	1,942	733	773	95	1,050
Greene	9,512	9,512	2,044	689	698	86	752
Grenada	19,052	5,831	13,221	4,493	1,720	1,759	214	2,854
Hancock	11,328	4,138	7,190	2,808	1,285	1,331	174	1,351
Harrison	50,799	36,008	14,791	13,020	7,815	8,219	905	12,437
Hinds	107,273	62,107	45,166	26,921	14,728	15,334	1,336	34,488
Holmes	39,710	5,440	34,270	9,540	2,460	2,515	402	4,263
Humphreys	26,257	3,789	22,468	6,522	1,763	1,832	215	2,702
Issaquena	6,433	6,433	1,779	297	320	35	301
Itawamba	19,922	19,922	4,562	1,636	1,740	297	896
Jackson	20,601	8,942	11,659	5,191	3,113	3,225	285	3,192
Jasper	19,484	19,484	4,308	1,409	1,443	214	1,484
Jefferson	13,969	13,969	3,538	641	676	113	1,141
Jefferson Davis	15,869	15,869	3,527	1,051	1,095	115	1,313
Jones	49,227	23,205	26,022	11,626	6,136	6,342	632	9,128
Kemper	21,867	21,867	4,746	1,248	1,301	219	1,207
Lafayette	21,257	3,433	17,824	5,157	2,054	2,137	261	2,504
Lamar	12,096	12,096	2,857	1,143	1,155	122	789
Lauderdale	58,247	35,481	22,766	14,894	7,109	7,344	736	13,758
Lawrence	13,983	13,983	3,178	956	990	162	1,188
Leake	24,570	24,570	5,487	1,858	1,917	233	2,325
Lee	38,838	8,212	30,626	9,653	4,734	4,863	499	6,543
Leflore	53,406	14,767	38,639	13,979	4,961	5,128	579	10,682
Lincoln	27,506	6,232	21,274	6,559	2,722	2,799	352	4,149
Lowndes	35,245	13,645	21,600	8,991	3,583	3,699	434	6,083
Madison	37,504	6,011	31,493	8,861	2,640	2,719	304	3,616
Marion	24,085	6,064	18,021	5,622	2,081	2,153	335	3,556
Marshall	25,522	2,750	22,772	5,967	1,375	1,425	280	2,045
Monroe	37,648	8,473	29,175	8,988	3,706	3,823	433	4,830
Montgomery	15,703	2,532	13,171	3,776	1,532	1,604	205	1,844
Neshoba	27,882	3,711	24,171	6,303	2,407	2,481	181	2,695
Newton	24,249	24,249	5,528	2,123	2,188	241	2,466
Noxubee	25,669	25,669	6,010	1,089	1,125	217	2,309
Oktibbeha	22,151	4,900	17,251	5,090	1,870	1,944	229	2,654
Panola	34,421	34,421	8,250	2,909	2,990	302	4,209
Pearl River	19,125	5,129	13,996	4,644	2,360	2,420	256	3,075
Perry	9,292	9,292	1,221	750	770	82	655
Pike	35,062	9,898	25,164	8,651	4,204	4,373	505	6,487
Pontotoc	22,904	22,904	5,459	2,414	2,467	231	1,675
Pretiss	20,921	20,921	5,000	2,276	2,338	177	2,074
Quitman	27,191	27,191	6,887	2,645	2,759	245	2,487
Rankin	27,834	27,834	5,668	2,064	2,231	216	1,670
Scott	23,144	2,735	20,409	5,259	2,072	2,092	236	3,095
Sharkey	15,433	15,433	3,941	1,355	1,393	136	1,999
Simpson	22,024	22,024	4,975	2,066	2,164	253	1,869
Smith	19,403	19,403	4,235	1,670	1,765	177	985
Stone	6,155	6,155	1,500	639	660	97	885
Sunflower	61,007	3,604	57,403	14,889	4,644	4,825	536	6,520
Tallahatchie	34,166	34,166	8,598	2,659	2,815	253	2,637
Tate	19,309	19,309	4,687	1,550	1,631	229	1,714
Tippah	19,680	19,680	4,577	2,128	2,168	234	1,627
Tishomingo	16,974	16,974	3,978	1,850	1,891	197	1,026
Tunica	22,610	22,610	6,271	1,365	1,451	214	2,498
Union	21,867	3,602	18,265	5,417	2,656	2,701	288	3,216
Walthall	17,534	17,534	3,899	1,288	1,318	112	2,006
Warren	39,595	24,160	15,135	11,471	5,371	5,490	470	9,028
Washington	67,576	24,597	42,984	19,067	6,267	6,441	716	12,815
Wayne	16,928	16,928	3,700	1,122	1,154	166	1,398
Webster	14,160	14,160	3,320	1,457	1,494	220	1,782
Wilkinson	15,955	15,955	3,810	1,242	1,284	237	2,058
Winston	22,751	3,451	19,300	5,047	1,758	1,789	213	2,157
Yalobusha	18,387	3,340	15,047	4,565	1,770	1,814	241	2,091
Yazoo	40,091	7,258	32,833	9,872	2,876	2,950	446	4,902
Total State	2,183,796	432,882	1,750,914	534,956	205,613	213,312	24,421	\$303,271

MISSOURI

Population 3,784,664
 Families 1,068,642
 Radio Homes, 1940 Census 832,590
 Radio Homes, NAB Projection 853,299

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adair	20,246	10,980	10,166	6,113	4,731	4,802	409	\$5,827
Andrew	13,015	—	13,015	3,895	3,020	3,090	236	1,713
Atchison	12,897	—	12,897	3,583	2,910	2,964	212	2,853
Audrain	22,673	11,725	10,948	6,775	5,322	5,397	379	5,904
Barry	23,546	3,819	19,727	6,276	4,150	4,264	382	3,533
Barton	14,148	2,992	11,156	4,168	2,697	2,881	277	2,279
Bates	19,531	2,958	16,573	5,933	3,939	3,985	406	3,464
Benton	11,142	—	11,142	3,166	1,841	1,868	210	1,626

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1910 NAB		RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales
Bollinger	12,898	—	12,898	3,190	1,536	1,595	193	926
Boone	34,991	18,399	16,592	10,490	8,121	8,291	679	12,980
Buchanan	94,067	75,711	18,356	26,816	22,659	23,011	1,898	33,479
Butler	34,276	11,163	23,113	8,459	4,537	4,745	491	6,255
Caldwell	11,629	—	11,629	3,611	2,610	2,651	250	2,344
Callaway	23,094	8,297	14,797	5,810	3,804	3,857	334	3,972
Camden	8,971	—	8,971	2,401	1,360	1,396	174	860
Cape	—	—	—	—	—	—	—	—
Carroll	37,775	22,539	15,236	9,822	7,582	7,840	639	12,030
Carroll	17,814	4,070	13,744	5,294	4,044	4,107	326	3,464
Carter	6,226	—	6,226	1,507	719	733	99	643
Cass	19,534	—	19,534	5,914	4,212	4,306	419	4,024
Cedar	11,697	—	11,697	3,488	1,907	2,002	223	1,508
Chariton	18,084	—	18,084	5,191	3,722	3,774	319	2,825
Christian	13,538	—	13,538	3,727	2,277	2,327	217	1,420
Clark	10,166	—	10,166	3,104	2,062	2,101	211	1,696
Clay	30,417	11,150	19,267	9,201	7,547	7,673	741	11,069
Clinton	13,261	3,512	9,749	4,063	3,008	3,076	302	3,363
Cole	34,912	24,268	10,644	8,264	6,740	6,859	553	11,776
Cooper	18,075	6,089	11,986	4,976	3,291	3,384	307	4,090
Crawford	12,693	181	12,512	3,357	1,806	1,862	198	1,944
Dade	11,248	—	11,248	3,267	2,041	2,117	211	1,305
Dallas	11,523	—	11,523	3,065	1,732	1,800	190	1,043
Davies	13,398	—	13,398	4,128	2,800	2,827	234	1,831
De Kalb	9,751	103	9,648	2,953	2,162	2,202	215	1,441
Dent	11,763	3,151	8,612	3,145	1,728	1,882	284	2,168
Douglas	15,600	—	15,600	3,780	1,900	1,968	180	1,320
Dunklin	44,957	9,008	35,949	11,107	6,578	6,771	654	8,602
Franklin	33,868	9,092	24,776	9,216	6,390	6,534	751	7,925
Gasconade	12,414	—	12,414	3,428	2,172	2,207	254	2,368
Gentry	13,359	—	13,359	4,009	3,023	3,050	236	2,319
Greene	90,541	61,238	29,303	26,611	21,599	22,152	1,997	31,197
Grundy	15,716	7,046	8,670	4,893	3,659	3,795	311	3,548
Harrison	16,525	2,682	13,843	4,921	3,600	3,642	301	3,263
Henry	22,313	6,041	16,272	6,796	4,630	4,752	499	4,859
Hickory	6,506	—	6,506	1,886	1,129	1,151	126	492
Holt	12,476	—	12,476	3,668	2,749	2,808	233	2,121
Howard	13,026	2,608	10,418	3,836	2,639	2,691	210	2,295
Howell	22,270	4,026	18,244	5,944	3,323	3,428	387	4,037
Iron	10,440	—	10,440	2,530	1,290	1,311	141	1,308
Jackson	477,828	415,244	62,584	144,503	128,680	133,067	10,151	267,848
Jasper	28,705	53,833	24,872	23,491	18,408	18,989	1,676	28,155
Jefferson	22,023	13,158	18,865	8,790	6,970	7,037	477	6,635
Johnson	21,617	5,868	15,749	6,351	4,315	4,410	416	4,390
Knox	8,878	—	8,878	2,739	1,926	1,957	164	1,247
Laclede	18,718	5,025	13,693	5,038	2,862	2,929	343	3,219
Lafayette	27,856	8,874	18,982	8,035	5,865	6,000	582	6,168
Lawrence	24,537	4,632	20,005	6,935	4,777	4,863	456	3,926
Lewis	11,490	—	11,490	3,637	2,710	2,735	272	1,978
Linn	14,395	—	14,395	4,338	2,956	3,022	251	2,754
Livingson	18,000	8,012	9,988	6,500	5,014	5,087	458	4,966
Madison	15,749	—	15,749	5,136	3,972	4,099	339	4,563
Madison	21,396	4,206	17,190	6,559	4,642	4,738	432	4,963
Madison	9,656	3,414	6,242	2,487	1,464	1,484	181	1,683
Marion	8,638	—	8,638	2,172	1,058	1,073	91	409
Marion	31,676	20,865	10,711	9,395	7,683	7,838	687	9,888
Mercer	8,766	—	8,766	2,625	1,882	1,930	129	1,288
Miller	14,798	2,590	12,208	3,915	2,338	2,387	260	2,440
Mississippi	23,149	5,182	17,967	5,710	2,891	2,955	334	4,015
Monteath	11,775	2,525	9,250	3,422	2,241	2,276	233	2,275
Monroe	13,195	—	13,195	4,082	2,866	2,947	207	2,596
Montgomery	12,442	—	12,442	3,787	2,597	2,635	257	2,094
Morgan	11,340	—	11,340	3,046	1,703	1,784	195	1,940
New Madrid	39,787	—	39,787	9,349	4,907	5,066	534	5,608
Newton	29,039	6,247	22,792	7,975	5,250	5,452	465	4,586
Nodaway	25,556	5,700	19,856	7,375	5,709	6,790	433	5,907
Oregon	13,390	—	13,390	3,317	1,750	1,787	182	1,475
Osgood	12,375	—	12,375	2,966	1,523	1,572	163	1,128
Ozark	10,766	—	10,766	2,600	1,143	1,164	118	552
Pemiscot	46,857	9,240	37,617	11,687	6,167	6,265	560	8,018
Perry	15,358	3,907	11,451	3,719	2,472	2,536	266	2,797
Pettis	33,336	20,428	12,908	9,870	7,584	7,731	612	9,125
Phelps	17,437	5,341	12,096	4,877	2,827	2,936	345	4,023
Pike	18,327	4,669	13,658	5,757	4,088	4,194	354	3,863
Platte	13,862	—	13,862	4,123	2,976	3,031	251	2,442
Polk	17,400	2,636	14,764	4,946	3,007	3,170	347	2,724
Pulaski	10,775	—	10,775	2,925	1,852	1,871	255	1,764
Putnam	11,327	—	11,327	3,251	2,167	2,219	180	1,345
Ralls	10,040	—	10,040	2,958	2,071	2,117	141	1,010
Randolph	24,458	12,920	11,538	7,644	5,891	6,013	475	6,418
Ray	18,584	4,240	14,344	5,559	4,079	4,119	351	2,941
Reynolds	9,370	—	9,370	2,185	924	947	137	677
Ripley	12,606	—	12,606	3,115	1,550	1,577	169	1,384
St. Charles	25,562	10,803	14,759	6,788	5,297	5,366	506	6,421

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
					Census	Projection		
St. Clair	13,146	—	13,146	3,794	2,136	2,219	246	1,404
St. Francois	35,950	12,869	23,081	8,831	6,758	6,981	580	8,669
St. Louis	274,330	124,420	149,810	73,513	68,339	69,257	3,963	69,170
St. Louis City	816,048	816,048	—	234,872	213,392	218,157	19,605	397,799
Ste. Genevieve	10,905	2,787	8,118	2,644	1,739	1,759	163	1,914
Saline	29,416	11,603	17,813	8,183	6,018	6,130	498	6,239
Schuyler	6,627	—	6,627	2,046	1,593	1,624	154	1,183
Scotland	8,557	—	8,557	2,634	1,924	1,966	144	1,520
Scott	30,377	10,993	19,384	7,713	5,428	5,586	556	6,344
Shannon	11,831	—	11,831	2,848	1,364	1,403	153	998
Shelby	11,224	—	11,224	3,571	2,559	2,613	271	2,393
Stoddard	33,009	3,108	29,901	8,019	4,546	4,780	399	3,807
Stone	11,298	—	11,298	2,906	1,466	1,539	183	1,089
Sullivan	13,701	—	13,701	3,969	2,644	2,729	261	1,540
Taney	10,323	—	10,323	2,759	1,401	1,458	223	1,251
Texas	19,813	—	19,813	5,101	2,662	2,724	339	2,802
Vernon	25,586	8,181	17,405	7,095	4,778	4,962	461	4,938
Warren	7,734	—	7,734	2,212	1,364	1,381	152	1,262
Washington	17,492	—	17,492	4,119	1,864	1,910	201	1,749
Wayne	12,794	—	12,794	3,115	1,505	1,532	213	1,506
Webster	17,226	—	17,226	4,538	2,857	2,942	328	2,734
Worth	6,345	—	6,345	1,825	1,354	1,374	120	1,090
Wright	17,967	—	17,967	4,737	2,497	2,567	308	2,810
Total State	3,784,664	1,960,696	1,823,968	1,068,612	832,590	853,299	73,694	\$1,201,439

MONTANA

Population	559,456
Families	159,963
Radio Homes, 1940 Census	134,503
Radio Homes, NAB Projection	137,900

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
					Census	Projection		
Beaverhead	6,943	3,014	3,929	2,321	1,710	1,763	202	\$3,796
Big Horn	10,419	—	10,419	2,516	1,940	1,999	161	2,026
Blaine	9,566	—	9,566	2,443	1,868	1,916	194	3,683
Broadwater	3,451	—	3,451	958	712	744	69	1,198
Carbon	11,865	2,950	8,915	3,303	2,643	2,737	241	2,794
Cartier	3,280	—	3,280	910	703	709	49	401
Cascade	41,999	29,928	12,071	12,442	11,951	11,279	815	23,690
Chouteau	7,316	—	7,316	2,121	1,809	1,837	122	1,941
Custer	10,422	7,313	3,109	2,958	2,584	2,618	181	4,763
Daniels	4,563	—	4,563	1,172	1,040	1,056	103	1,366
Dawson	8,618	4,524	4,094	2,265	1,996	2,041	176	3,111
Deer Lodge	13,627	11,004	2,623	4,062	3,643	3,704	262	5,655
Fallon	3,719	—	3,719	930	813	819	79	1,068
Fergus	14,040	5,874	8,166	4,037	3,415	3,503	299	5,383
Flathead	24,271	10,847	13,424	7,111	6,034	6,296	442	10,105
Galatin	18,269	8,665	9,604	5,219	4,335	4,558	429	9,641
Garfield	2,641	—	2,641	758	578	590	43	356
Glacier	9,034	2,509	6,525	2,386	1,780	1,805	158	3,987
Golden Valley	1,607	—	1,607	463	394	399	37	209
Granite	3,401	—	3,401	1,143	883	890	86	1,323
Hill	13,304	6,427	6,877	3,556	3,137	3,198	295	6,195
Jefferson	4,664	—	4,664	1,224	977	1,013	105	1,243
Judith Basin	3,655	—	3,655	1,027	891	899	75	931
Lake	13,490	—	13,490	3,640	2,948	3,022	236	3,382
Lewis and Clark	22,131	15,056	7,075	6,745	5,743	5,924	455	12,137
Liberty	2,209	—	2,209	647	546	552	47	647
Lincoln	7,882	—	7,882	2,347	1,828	1,864	155	2,001
McCone	3,798	—	3,798	1,004	836	856	48	495
Madison	7,294	—	7,294	2,136	1,603	1,657	151	1,086
Meagher	2,237	—	2,237	659	537	544	69	867
Mineral	2,135	—	2,135	727	547	569	60	470
Missoula	29,038	18,449	10,589	8,296	7,313	7,396	568	16,222
Musselshell	5,717	2,644	3,073	1,677	1,425	1,440	122	1,022
Park	11,566	6,642	4,924	3,454	2,923	3,032	263	4,970
Petroleum	1,083	—	1,083	333	256	259	24	222
Phillips	7,892	—	7,892	2,304	1,822	1,848	142	2,495
Pondera	6,716	—	6,716	1,794	1,492	1,511	149	2,597
Powder River	3,159	—	3,159	924	637	659	31	430
Powell	6,152	3,278	2,874	1,852	1,487	1,530	126	2,163
Prairie	2,410	—	2,410	647	521	525	45	628
Ravalli	12,978	—	12,978	3,724	2,671	3,028	221	3,641
Richland	10,209	2,978	7,231	2,625	2,226	2,264	166	3,288
Roosevelt	9,806	—	9,806	2,462	1,990	2,044	213	3,391
Rosebud	6,477	—	6,477	1,745	1,293	1,309	132	1,940
Sanders	6,926	—	6,926	2,065	1,555	1,575	127	1,494

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Sheridan	7,814	7,814	2,011	1,700	1,726	126	1,668
Silver Bow	53,207	37,081	16,126	16,594	14,543	15,048	1,081	28,788
Stillwater	5,694	5,694	1,592	1,340	1,368	130	1,580
Sweet Grass	3,719	3,719	1,109	883	908	70	1,136
Teton	6,922	6,922	1,996	1,699	1,729	142	2,152
Toole	6,769	2,538	4,231	1,973	1,663	1,705	190	3,130
Treasure	1,499	1,499	395	360	348	31	377
Valley	15,181	3,799	11,382	4,096	3,528	3,611	334	6,446
Wheatland	3,286	3,286	911	780	803	91	1,390
Wibaux	2,161	2,161	564	486	491	42	374
Yellowstone	41,182	26,015	15,167	11,542	10,134	10,403	707	22,472
Yellowstone Natl. Park	43	43	18	12	18
Total State	559,156	211,535	347,921	159,963	131,503	137,900	11,113	\$232,366

NEBRASKA

Population	1,315,834
Families	360,744
Radio Homes, 1940 Census	298,790
Radio Homes, NAB Projection	305,681

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Adams	24,576	15,145	9,431	6,301	5,453	5,530	482	\$8,533
Antelope	13,280	13,280	3,569	2,770	2,852	279	2,722
Arthur	1,045	1,045	269	191	196	23	94
Banner	1,403	1,403	362	302	306	11	52
Blaine	1,538	1,538	395	307	314	32	224
Boone	12,127	12,127	3,117	2,369	2,442	243	2,552
Box Butte	10,736	6,253	4,483	2,915	2,469	2,547	252	4,729
Boyd	6,060	6,060	1,566	1,149	1,175	151	1,380
Brown	5,962	5,962	1,569	1,175	1,200	144	1,710
Buffalo	23,655	9,643	14,012	6,646	5,230	5,369	546	7,753
Burt	12,546	12,546	3,450	2,950	3,004	248	3,185
Butler	13,106	13,106	3,658	2,621	2,689	307	2,114
Cass	16,992	4,268	12,724	4,964	4,097	4,178	349	3,066
Chadron	15,126	15,126	3,751	3,091	3,190	257	3,136
Chase	5,310	5,310	1,413	1,073	1,095	128	1,846
Cherry	9,637	9,637	2,443	1,808	1,893	210	2,610
Cheyenne	9,505	3,388	6,117	2,453	2,102	2,144	229	3,617
Clay	10,445	10,445	3,154	2,427	2,470	259	1,735
Coffey	10,627	2,808	7,819	3,038	2,422	2,456	249	2,875
Cumming	13,562	2,510	11,052	3,459	2,895	2,966	250	3,627
Custer	22,591	2,968	19,623	6,132	4,656	4,723	524	5,445
Dakota	9,836	4,556	5,280	2,562	2,097	2,168	161	1,775
Dawes	10,128	4,262	5,866	2,789	2,350	2,404	237	3,743
Dawson	17,890	3,688	14,202	4,914	3,914	3,982	390	6,888
Deuel	3,580	3,580	929	770	789	97	1,256
Dixon	10,413	10,413	2,759	2,287	2,340	202	1,960
Dodge	23,799	11,862	11,937	6,829	5,948	6,105	623	9,362
Douglas	247,562	223,844	23,718	68,478	62,150	63,967	4,735	118,935
Dundy	5,122	5,122	1,358	961	982	97	1,171
Fillmore	11,417	11,417	3,319	2,534	2,577	215	2,202
Franklin	7,740	7,740	2,246	1,548	1,594	190	1,518
Frontier	6,417	6,417	1,797	1,290	1,317	134	1,134
Furnas	10,098	10,098	3,022	2,212	2,322	292	2,557
Gage	29,588	10,883	18,705	8,023	6,748	6,918	622	8,176
Garden	4,680	4,680	1,249	976	987	112	843
Garfield	3,444	3,444	895	663	667	87	791
Gosper	3,687	3,687	1,002	672	685	38	516
Grant	1,327	1,327	337	274	282	39	579
Greely	6,845	6,845	1,655	1,195	1,252	149	1,202
Hall	27,523	19,130	8,393	7,825	6,637	6,778	596	11,611
Hamilton	9,982	9,982	2,910	2,209	2,267	177	1,818
Harlan	7,130	7,130	1,999	1,460	1,525	160	1,274
Hayes	2,958	2,958	748	546	563	23	185
Hitchcock	6,404	6,404	1,721	1,291	1,308	127	1,383
Holt	16,552	2,532	16,020	4,228	3,288	3,368	335	3,628
Hooker	1,253	1,253	331	244	246	36	837
Howard	8,422	8,422	2,305	1,715	1,745	183	1,393
Jefferson	15,532	6,304	9,228	4,503	3,674	3,775	320	4,403
Johnson	8,662	8,662	2,468	1,986	2,032	189	1,651
Kearney	6,854	6,854	1,951	1,594	1,640	141	1,248
Keith	8,333	3,159	5,174	2,168	1,746	1,772	185	3,587
Keyapaha	3,235	3,235	791	602	615	43	268
Kimball	3,913	3,913	1,052	880	891	102	1,345
Knox	16,478	16,478	4,345	3,244	3,291	327	2,019
Lanester	100,585	81,984	18,601	29,129	26,329	26,842	1,787	44,144
Lincoln	25,425	12,429	12,996	6,759	5,621	5,703	537	9,999
Logan	1,742	1,742	453	313	322	39	330
Loup	1,777	1,777	459	349	355	34	165
McPherson	1,175	1,175	318	205	207	8	87

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
					Census	Projection		
Madison	24,269	10,490	13,779	6,478	5,477	5,653	508	8,718
Merriek	9,354	9,354	2,628	2,142	2,177	249	2,258
Morrill	9,436	9,436	2,313	1,840	1,888	194	2,284
Nance	7,653	7,653	1,950	1,504	1,533	140	1,378
Nemaha	12,781	3,639	9,142	3,712	3,108	3,159	259	3,005
Nuckolls	10,446	2,650	7,796	2,971	2,207	2,233	213	2,262
Otoe	18,994	7,339	11,655	5,371	4,601	4,675	477	5,168
Pawnee	8,514	8,514	2,350	1,863	1,883	165	1,580
Perkins	5,197	5,197	1,350	1,062	1,089	116	1,077
Phelps	8,452	3,360	5,092	2,512	2,076	2,160	201	2,060
Pierce	10,211	10,211	2,703	2,159	2,222	217	2,196
Platte	20,191	7,632	12,559	4,964	3,961	4,036	378	5,789
Polk	8,748	8,748	2,466	2,030	2,068	173	1,482
Redwillow	11,951	6,212	5,739	3,298	2,647	2,717	302	5,223
Richardson	19,178	6,146	13,032	5,297	4,351	4,409	397	5,489
Rock	3,977	3,977	1,016	781	800	83	958
Saline	15,010	3,038	11,972	4,608	3,541	3,581	360	3,606
Sarpy	10,835	10,835	2,638	2,257	2,308	121	1,406
Saunders	17,892	2,648	15,244	5,152	4,193	4,272	390	4,196
Scotts Bluff	33,917	15,161	18,756	8,501	6,895	7,021	616	14,936
Seward	14,167	2,820	11,347	4,036	3,172	3,242	345	2,965
Sheridan	9,869	9,869	2,709	2,122	2,173	223	3,728
Sherman	7,764	7,764	2,026	1,363	1,385	144	1,200
Stonx	4,001	4,001	1,036	767	780	39	298
Stanton	6,887	6,887	1,858	1,468	1,480	99	955
Thayer	12,262	12,262	3,436	2,676	2,711	286	2,932
Thomas	1,553	1,553	434	317	319	48	338
Thurston	10,243	10,243	2,445	1,734	1,789	160	1,811
Valley	8,163	8,163	2,307	1,738	1,758	150	1,720
Washington	11,578	3,289	8,289	3,197	2,513	2,788	170	2,291
Wayne	9,880	2,719	7,161	2,647	2,216	2,350	182	2,409
Webster	8,071	8,071	2,367	1,691	1,713	166	1,847
Wheeler	2,170	2,170	528	392	397	33	170
York	14,874	5,383	9,491	4,287	3,544	3,590	300	4,346
Total State	1,315,831	514,148	801,683	360,741	298,790	305,681	2,611	\$123,568

NEVADA

Population	110,247
Families	33,291
Radio Homes, 1940 Census	26,200
Radio Homes, NAB Projection	27,119

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
					Census	Projection		
Churchill	5,317	5,317	1,562	1,183	1,218	95	\$2,596
Clark	16,414	8,422	7,992	4,829	3,788	3,871	395	9,959
Douglas	2,056	2,056	599	437	473	56	938
Elko	10,912	4,094	6,818	3,241	2,433	2,535	291	5,415
Esmeralda	1,554	1,554	620	400	405	43	886
Eureka	1,361	1,361	461	248	263	34	326
Humboldt	4,743	4,743	1,395	958	1,009	119	2,733
Lander	1,745	1,745	583	390	395	55	763
Lincoln	4,130	4,130	1,143	961	991	83	1,270
Lyon	4,076	4,076	1,201	903	944	93	1,141
Mineral	2,342	2,342	777	475	486	50	772
Nye	3,606	3,606	1,380	897	926	127	2,026
Ormsby	3,209	3,209	935	821	830	82	1,578
Pershing	2,713	2,713	867	593	612	60	1,071
Storey	1,216	1,216	395	317	344	30	404
Washoe	32,476	26,635	5,841	10,025	8,703	9,069	838	27,132
White Pine	12,377	4,140	8,237	3,278	2,693	2,748	190	6,173
Total State	110,217	43,291	66,926	33,291	26,200	27,119	9,639	\$65,183

N. HAMPSHIRE

Population	491,524
Families	132,936
Radio Homes, 1940 Census	116,809
Radio Homes, NAB Projection	119,664

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910	NAB	Stores	Sales
					Census	Projection		
Bellnap	24,328	13,484	10,844	6,741	5,858	5,894	477	89,842
Carroll	15,589	15,589	4,443	3,657	3,754	450	5,708
Cheshire	34,953	13,832	21,121	9,675	8,321	8,596	580	12,265
Coos	39,274	19,084	20,190	9,529	8,343	8,532	746	12,930
Grafton	44,645	12,161	32,484	12,291	10,318	10,655	880	18,461

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Hillborough	144,888	114,539	30,349	39,180	35,174	36,048	2,874	60,055
Mercimack	60,710	33,920	26,790	15,861	14,028	14,290	1,069	22,732
Rockingham	58,142	25,619	32,523	16,511	14,468	14,844	1,335	23,323
Stafford	43,558	33,138	10,415	11,827	10,584	10,788	820	17,809
Sullivan	25,442	17,448	7,994	6,968	6,058	6,173	408	9,404
Total State	491,521	283,225	208,299	133,936	116,809	119,664	19,639	\$192,529

NEW JERSEY

Population	4,160,165
Families	1,100,260
Radio Homes, 1940 Census	1,020,466
Radio Homes, NAB Projection	1,050,612

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Atlantic	124,066	100,420	23,646	34,640	30,852	31,814	3,964	\$64,301
Bergen	409,616	367,195	42,421	110,446	105,573	108,030	7,312	137,361
Burlington	97,013	22,997	74,016	24,785	22,469	23,003	1,875	27,084
Camden	255,727	204,523	51,204	67,480	62,333	64,057	4,950	89,005
Cape May	28,919	12,405	16,514	8,632	7,587	7,785	1,411	17,456
Cumberland	73,184	38,712	34,472	19,842	17,479	17,900	1,461	28,873
Essex	837,340	820,174	17,166	221,679	205,169	213,501	18,796	423,446
Gloucester	72,219	29,334	42,885	19,429	17,355	17,919	1,279	18,380
Hudson	652,040	649,707	2,273	173,143	163,908	168,052	15,015	240,196
Hunterdon	36,766	7,064	29,702	10,317	9,292	9,434	751	11,364
Mercer	197,318	135,902	61,416	48,501	44,807	46,118	4,535	89,873
Middlesex	217,077	173,867	43,210	54,066	49,778	51,313	4,700	80,633
Monmouth	161,238	83,955	77,283	43,746	39,125	40,804	4,031	76,194
Morris	125,732	56,051	69,681	31,750	29,417	30,442	2,554	45,693
Ocean	37,706	—	37,706	10,921	9,618	9,925	1,315	19,736
Passaic	309,353	293,639	15,714	83,882	78,469	80,124	7,251	140,862
Salem	42,274	15,106	27,168	11,458	9,963	10,199	774	14,223
Somerset	74,390	41,231	33,159	18,401	17,016	17,564	1,374	23,328
Sussex	29,632	9,542	20,090	8,080	7,205	7,319	737	12,595
Union	328,344	306,043	21,701	84,870	80,336	82,453	6,470	128,284
Warren	50,181	26,246	23,935	13,892	12,665	12,856	1,160	16,064
Total State	1,160,165	3,391,713	765,392	1,100,260	1,020,466	1,050,612	91,715	\$1,704,931

NEW MEXICO

Population	531,818
Families	129,475
Radio Homes, 1940 Census	66,609
Radio Homes, NAB Projection	69,053

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Bernalillo	69,391	35,449	33,942	18,079	12,688	13,396	1,220	\$27,188
Catron	4,881	—	4,881	1,313	550	558	90	370
Chaves	23,980	13,482	10,498	6,091	3,955	4,088	479	9,220
Colfax	18,718	7,607	11,111	4,634	3,014	3,057	354	5,127
Curry	18,159	10,605	8,094	4,809	3,502	3,633	418	8,803
De Baca	3,725	—	3,725	934	490	508	81	780
Dona Ana	30,411	8,385	22,026	7,270	3,695	3,746	412	5,483
Eddy	24,311	11,187	13,124	6,059	3,867	3,983	377	8,519
Grant	20,050	5,044	15,006	4,890	2,993	3,059	263	5,116
Guadalupe	8,646	—	8,646	1,908	551	590	139	1,503
Harding	4,374	—	4,374	1,057	450	477	72	702
Hidalgo	4,821	3,101	1,720	1,246	737	746	111	1,709
Lea	21,154	10,619	10,535	6,161	4,254	4,559	392	8,752
Lincoln	8,557	—	8,557	2,119	1,094	1,144	179	1,438
Luna	6,457	3,608	2,849	1,687	970	987	150	2,294
McKinley	23,641	7,041	16,600	5,318	2,283	2,385	303	6,736
Mora	10,981	—	10,981	2,399	333	340	109	633
Otero	10,522	3,950	6,572	2,638	1,315	1,348	207	2,364
Quay	12,111	6,194	5,917	3,212	2,069	2,132	255	3,614
Rio Arriba	25,352	—	25,352	5,499	1,039	1,058	194	1,761
Roosevelt	14,549	5,104	9,445	3,628	2,087	2,206	222	3,152
Sandoval	13,898	—	13,898	3,082	743	765	134	876
San Juan	17,115	—	17,115	3,750	1,385	1,440	160	2,127
San Miguel	27,910	12,362	15,548	6,330	2,029	2,073	334	4,482
Santa Fe	30,826	20,325	10,501	7,289	4,074	4,161	369	9,045
Sierra	6,962	2,940	4,022	1,908	877	883	169	1,221

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Socorro	11,422	3,712	7,710	2,666	881	897	173	1,520
Taos	18,528	—	18,528	4,109	921	948	255	1,796
Torrance	11,026	—	11,026	2,628	970	1,008	175	1,291
Union	9,095	3,188	5,907	2,354	1,366	1,395	189	2,073
Valencia	20,245	3,038	17,207	4,408	1,127	1,183	235	2,422
Total State	531,818	176,401	355,417	129,175	66,609	69,053	8,220	\$132,117

NEW YORK

Population 13,479,142
 Families 3,662,113
 Radio Homes, 1910 Census . . . 3,885,703
 Radio Homes, NAB Projection 3,498,754

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Albany	221,315	172,634	48,681	62,616	58,590	59,994	5,286	\$124,944
Allegany	39,681	5,942	33,739	11,191	9,311	9,585	764	11,740
Bronx	1,394,711	1,394,711	—	377,813	357,134	370,084	25,551	395,649
Broome	165,749	114,050	51,699	43,739	40,239	41,219	3,037	68,342
Cattaraugus	72,652	32,723	39,929	19,869	17,354	17,878	1,331	28,172
Cayuga	65,508	35,753	29,755	18,057	15,934	16,434	1,406	24,615
Chautauqua	123,580	75,812	47,768	35,976	32,632	33,487	2,354	44,202
Chemung	73,718	52,505	21,213	20,576	18,454	19,206	1,658	33,917
Chenango	36,454	8,694	27,760	10,387	8,883	9,082	872	14,641
Clinton	54,066	21,181	32,885	11,859	9,778	9,982	891	16,142
Columbia	41,464	11,517	29,947	11,708	10,229	10,514	1,054	14,607
Cortland	33,668	18,809	14,859	9,689	8,615	8,879	771	15,262
Delaware	40,989	6,709	34,280	11,414	9,361	9,592	966	15,964
Dutchess	120,542	56,477	64,065	28,532	25,690	26,386	2,440	52,783
Erie	798,377	666,868	131,509	208,868	191,969	202,875	15,911	327,366
Essex	34,178	8,404	25,774	8,707	7,238	7,473	791	12,126
Franklin	44,286	19,466	24,820	11,186	8,954	9,235	1,035	16,080
Fulton	48,597	34,153	14,444	14,648	13,327	13,523	1,054	29,056
Genesee	44,481	21,680	22,801	11,872	10,745	11,071	797	16,426
Greene	27,926	5,429	22,497	8,201	7,229	7,363	808	9,870
Hamilton	4,188	—	4,188	1,184	949	971	216	1,459
Herkimer	59,927	38,485	21,042	16,412	14,788	15,170	1,318	19,928
Jefferson	84,003	37,592	46,411	23,113	20,380	20,834	2,052	33,591
Kings	2,698,285	2,698,285	—	716,933	668,277	960,679	57,015	870,358
Lewis	22,815	3,578	19,237	5,980	4,774	4,905	479	5,778
Livingston	38,510	8,506	30,004	9,571	8,553	8,577	802	11,378
Madison	39,598	14,441	25,157	11,272	9,845	10,163	884	15,170
Monroe	438,230	363,276	74,954	121,086	113,480	117,687	8,591	203,857
Montgomery	59,142	38,676	20,466	16,497	15,286	15,588	1,291	23,542
Nassau	406,748	195,750	210,998	108,501	101,464	105,487	8,608	194,072
New York	1,889,924	1,889,924	—	548,378	449,120	515,992	66,560	1,915,398
Niagara	160,110	122,662	37,448	42,018	39,742	40,453	2,032	64,455
Oneida	203,636	145,203	58,433	52,783	48,388	49,453	4,288	76,379
Onondaga	295,108	225,028	70,080	80,630	74,709	77,634	5,289	130,114
Ontario	55,367	23,876	31,491	14,869	13,270	13,805	1,107	20,364
Orange	140,113	77,120	62,993	36,975	33,337	34,116	3,369	62,270
Orleans	27,760	10,531	17,229	7,954	7,001	7,147	530	8,538
Oswego	71,275	35,424	35,851	19,554	17,284	17,752	1,387	22,000
Otsego	46,082	14,330	31,752	13,486	11,450	11,737	1,077	18,776
Putnam	16,555	—	16,555	4,478	3,959	4,023	422	8,257
Queens	1,297,634	1,297,634	—	361,689	344,838	356,324	24,030	475,149
Rensselaer	121,834	85,351	36,483	34,417	31,911	32,681	2,600	46,020
Ritchmond	174,441	174,441	—	43,076	40,836	41,934	3,416	54,170
Rockland	74,261	21,724	52,537	16,252	15,033	15,333	1,254	24,553
St. Lawrence	91,098	39,991	51,107	23,058	19,904	20,748	1,848	28,728
Saratoga	65,606	34,635	30,971	18,271	16,507	16,833	1,556	21,619
Schenectady	122,494	95,509	26,985	35,246	33,534	34,199	2,488	53,677
Seneca	20,812	2,617	18,195	6,116	5,003	5,127	401	6,645
Schuyler	12,979	2,913	10,066	3,780	3,146	3,254	307	3,568
Seneca	25,732	10,462	15,270	6,351	5,399	5,706	477	5,804
Stetson	84,927	39,107	45,820	23,575	20,031	20,748	1,572	27,825
Suffolk	197,355	34,424	162,931	47,676	43,682	44,651	4,793	93,394
Sullivan	37,901	7,525	30,376	10,810	9,224	9,515	1,396	19,392
Tioga	27,072	10,518	16,554	7,914	6,545	6,850	543	8,301
Tompkins	42,340	19,730	22,610	12,315	11,087	11,369	749	18,691
Ulster	87,017	36,505	50,512	24,761	22,088	22,427	2,060	32,924
Warren	36,035	18,836	17,199	10,348	9,041	9,139	884	20,414
Washington	46,726	18,298	28,428	12,369	10,597	10,823	919	11,461
Wayne	52,747	16,218	36,529	15,923	13,131	13,630	1,000	19,477
Westchester	573,558	479,921	93,637	147,735	139,523	143,924	12,074	290,636
Wyoming	31,394	8,002	23,392	8,310	7,339	7,471	578	8,975
Yates	16,381	5,308	11,073	4,919	4,272	4,394	259	4,688
Total State	13,479,142	11,165,893	2,313,249	3,662,113	3,385,703	3,498,751	302,325	\$6,243,699

All money figures in the retail-service column are in thousands (\$'000) of dollars.

N. CAROLINA

Population 3,571,623
 Families 789,659
 Radio Homes, 1940
 Census 471,863
 Radio Homes, NAB
 Projection 487,353

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Alamance	57,427	16,537	40,890	13,024	9,675	9,891	802	\$14,894
Alexander	13,454	13,454	2,890	1,596	1,633	155	1,206
Alleghany	8,341	8,341	1,988	860	878	157	647
Anson	28,443	3,587	24,856	5,977	2,731	2,842	284	3,544
Ashe	22,664	22,664	4,868	2,218	2,308	313	1,333
Avery	13,561	13,561	2,764	1,285	1,306	141	572
Beaufort	36,431	8,569	27,862	8,154	3,822	3,899	595	5,917
Bertie	26,201	26,201	5,353	2,273	2,349	270	2,662
Bladen	27,156	27,156	5,621	2,342	2,418	259	2,940
Brunswick	17,125	17,125	3,673	1,406	1,460	232	1,218
Buncombe	108,755	51,310	57,445	26,375	19,024	19,593	1,530	32,476
Burke	38,615	10,285	28,330	7,783	5,242	5,340	456	5,736
Cabarrus	59,393	15,572	43,821	13,176	10,315	10,537	747	14,695
Caldwell	35,795	7,598	28,197	7,617	4,775	4,890	391	5,765
Camden	5,440	5,440	1,271	656	672	73	211
Carteret	18,284	6,967	11,317	4,361	2,321	2,366	311	3,183
Caswell	20,032	20,032	3,916	1,691	1,831	136	1,052
Catawba	51,653	18,894	32,759	11,709	8,733	8,982	704	10,703
Chatham	24,726	24,726	5,368	2,827	3,000	274	2,832
Cherokee	18,813	18,813	4,021	1,902	1,970	225	1,784
Chowan	11,572	3,835	7,737	2,530	1,200	1,229	161	1,859
Clay	6,405	6,405	1,401	513	537	64	177
Cleveland	58,055	20,584	37,471	12,474	8,022	8,200	561	9,490
Columbus	45,663	3,011	42,652	9,798	4,331	4,500	474	6,674
Craven	31,298	11,815	19,483	7,367	3,598	3,702	529	6,310
Cumberland	59,320	17,428	41,892	11,960	6,079	6,299	621	10,740
Currituck	6,709	6,709	1,663	704	724	112	505
Dare	6,041	6,041	1,454	909	938	151	827
Davidson	53,377	21,591	31,786	12,029	8,729	9,057	566	8,547
Davie	14,909	14,909	3,320	2,003	2,100	207	1,730
Duplin	39,739	39,739	8,683	3,684	3,815	504	3,991
Durham	80,244	60,105	20,049	19,898	14,882	15,275	1,186	27,823
Edgecombe	49,162	19,126	30,036	10,333	5,497	5,696	550	9,223
Forsyth	126,475	79,815	46,660	30,800	22,900	23,338	1,832	35,265
Franklin	30,382	30,382	6,522	2,703	2,838	266	2,803
Gaston	87,531	32,461	55,070	19,529	14,656	15,029	1,030	16,552
Gates	10,060	10,060	2,124	799	871	93	671
Graham	6,418	6,418	1,316	537	548	65	371
Granville	29,344	3,991	25,353	6,189	2,860	2,841	297	3,799
Greene	18,548	18,548	3,566	2,015	2,086	138	1,516
Guilford	153,916	97,814	56,102	36,842	28,486	29,540	2,088	48,105
Halifax	56,512	11,104	45,408	11,446	4,967	5,100	706	9,075
Harnett	44,230	5,256	38,983	9,205	5,029	5,177	483	5,830
Haywood	34,804	7,977	26,827	7,651	4,449	4,574	400	5,727
Henderson	26,049	5,381	20,668	6,363	4,076	4,268	316	5,697
Hertford	19,352	19,352	4,024	1,854	1,942	205	2,026
Hoke	14,937	14,937	2,900	1,246	1,306	107	1,401
Hyde	7,860	7,860	1,720	665	683	142	451
Iredell	50,424	18,122	32,302	11,438	7,621	7,817	755	8,929
Jackson	19,366	19,366	4,008	1,664	1,721	185	2,166
Johnston	63,798	3,678	60,120	13,813	7,063	7,235	670	7,820
Jones	10,926	10,926	2,185	862	924	91	637
Lee	18,743	4,960	13,783	4,148	2,718	2,836	241	3,906
Lenoir	41,211	15,388	25,823	8,860	5,182	5,411	497	9,384
Lincoln	24,187	4,525	19,662	5,190	3,411	3,494	352	3,320
McDowell	22,996	2,889	20,107	5,015	2,893	2,996	259	3,031
Macon	15,880	15,880	3,489	1,453	1,498	240	1,759
Madison	22,522	22,522	4,846	2,048	2,120	298	1,370
Martin	26,111	3,966	22,145	5,144	2,178	2,259	341	4,083
Mecklenburg	151,824	100,899	50,927	36,320	26,847	27,785	1,929	55,395
Mitchell	15,980	15,980	3,392	1,924	1,985	174	1,665
Montgomery	16,280	16,280	3,593	1,923	2,002	243	2,433
Moore	30,969	3,225	27,744	6,719	3,631	3,816	376	4,946
Nash	55,608	13,590	42,018	11,780	6,246	6,394	530	9,280
New Hanover	47,935	33,407	14,528	12,054	7,803	8,230	948	17,480
Northampton	28,299	28,299	5,622	1,950	2,045	235	1,679
Onslow	17,939	17,939	3,777	1,445	1,579	223	1,609
Orange	23,072	3,654	19,418	5,239	3,374	3,474	270	3,685
Pamlico	9,706	9,706	2,170	817	856	122	480
Pasquotank	20,568	11,564	9,004	4,867	2,998	3,107	361	5,265
Pender	17,710	17,710	3,754	1,449	1,487	179	1,386
Perquimans	9,773	9,773	2,269	1,001	1,030	157	1,262
Person	25,029	4,609	20,420	5,113	2,629	2,697	255	3,157
Pitt	61,244	15,654	45,590	12,733	6,802	6,977	681	12,359
Polk	11,874	11,874	2,679	1,511	1,548	135	1,123
Randolph	44,554	6,961	37,573	10,318	6,595	7,042	538	6,056
Richmond	36,810	8,768	28,042	8,094	4,618	4,832	328	6,169

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Robeson	76,860	5,803	71,057	15,741	6,788	7,062	783	11,668
Rockingham	57,898	10,387	47,511	12,923	8,865	9,072	824	11,122
Rowan	69,206	22,109	47,097	16,336	12,697	13,032	932	16,173
Rutherford	45,577	8,987	36,590	9,981	6,349	6,476	557	6,190
Sampson	47,440	3,557	43,883	9,776	4,239	4,377	537	5,445
Scotland	23,232	5,685	17,547	4,917	2,090	2,223	259	3,418
Stanly	32,834	4,060	28,774	7,575	5,419	5,611	420	6,309
Stokes	22,656	22,656	4,838	2,639	2,694	250	1,530
Surry	41,783	9,020	32,763	9,190	5,605	5,744	565	7,490
Swain	12,177	12,177	2,505	941	967	154	830
Transylvania	12,241	3,061	9,180	2,663	1,570	1,673	122	1,903
Tyrell	5,556	5,556	1,210	579	588	80	439
Union	39,097	6,475	32,622	8,508	4,997	5,200	497	5,199
Vance	29,961	7,647	22,314	6,394	3,290	3,422	380	6,356
Wake	109,544	16,897	92,647	24,330	16,529	17,024	1,441	33,976
Warren	23,145	23,145	4,532	1,440	1,488	243	2,354
Washington	12,323	12,323	2,604	1,200	1,228	182	1,362
Watauga	18,114	18,114	3,846	2,008	2,055	261	1,958
Wayne	58,328	20,203	38,125	12,019	6,736	6,937	707	11,629
Wilkes	43,003	4,478	38,525	9,049	4,086	4,249	534	4,792
Wilson	50,219	19,234	30,985	11,061	6,191	6,449	637	10,396
Yadkin	20,657	20,657	4,542	2,566	2,693	211	1,295
Yancey	17,202	17,202	3,585	1,475	1,515	230	748
Total State	3,571,623	974,175	2,597,448	789,639	471,863	487,353	41,328	\$675,361

N. DAKOTA

Population	641,935
Families	152,043
Radio Homes, 1940 Census	131,000
Radio Homes, NAB Projection	134,437

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Adams	4,604	4,604	1,140	963	1,008	93	\$1,022
Barnes	17,814	5,017	11,897	4,446	3,945	4,044	355	4,872
Benson	12,629	12,629	2,828	2,459	2,504	177	1,734
Billings	2,531	2,531	562	423	427	17	102
Bottineau	13,253	13,253	3,351	2,851	2,926	263	2,628
Bowman	3,860	3,860	1,033	822	845	107	1,107
Burke	7,653	7,653	1,989	1,734	1,764	181	1,199
Burleigh	22,736	15,496	7,240	5,472	4,868	5,051	329	9,639
Cass	52,849	32,580	20,269	13,222	12,191	12,538	944	25,513
Cavalier	13,923	13,923	3,118	2,665	2,720	258	2,492
Dickey	9,696	9,696	2,375	2,037	2,080	180	2,085
Divide	7,086	7,086	1,878	1,658	1,691	137	1,271
Dunn	8,376	8,376	1,814	1,397	1,445	111	799
Eddy	5,741	5,741	1,363	1,215	1,247	111	1,564
Emmons	11,699	11,699	2,268	1,776	1,814	115	1,378
Foster	5,824	5,824	1,394	1,221	1,254	135	1,596
Golden Valley	3,498	3,498	896	762	784	89	895
Grand Forks	34,518	20,228	14,290	8,616	7,844	8,018	571	14,355
Grant	8,264	8,264	1,802	1,355	1,382	98	793
Griggs	5,818	5,818	1,410	1,231	1,250	105	1,136
Hettinger	7,457	7,457	1,622	1,337	1,348	117	1,468
Kidder	6,692	6,692	1,507	1,263	1,289	108	909
La Moure	10,298	10,298	3,388	2,927	2,998	183	1,635
Logan	7,561	7,561	1,574	1,247	1,264	100	845
McHenry	14,034	14,034	3,355	2,827	2,873	249	2,177
McIntosh	8,984	8,984	1,995	1,536	1,559	124	1,194
McKenzie	8,426	8,426	2,179	1,805	1,837	113	1,052
McLean	16,082	16,082	3,806	3,126	3,179	253	2,294
Mercer	9,611	9,611	2,075	1,599	1,620	123	1,393
Morton	20,184	6,685	13,499	4,482	3,842	3,994	320	4,578
Mountrail	10,482	10,482	2,679	2,274	2,320	203	1,905
Nelson	9,129	9,129	2,185	1,925	1,972	193	1,761
Oliver	3,859	3,859	824	671	706	29	231
Pembina	15,671	15,671	3,625	3,166	3,236	331	3,316
Pierce	9,208	9,208	1,993	1,661	1,716	130	1,903
Ramsey	15,626	6,204	9,422	3,714	3,340	3,458	308	5,794
Ransom	10,061	10,061	2,449	2,122	2,227	187	2,362
Renville	5,533	5,533	1,461	1,299	1,337	108	1,023
Richland	20,519	3,747	16,772	4,867	4,320	4,452	366	5,627
Rolette	12,583	12,583	2,663	1,860	1,898	149	1,094
Sargent	8,693	8,693	2,120	1,827	1,869	157	1,219
Sheridan	6,616	6,616	1,484	1,255	1,286	117	748
Sioux	4,410	4,410	942	656	671	47	525
Slope	2,932	2,932	746	614	630	31	149
Stark	15,414	5,839	9,575	3,396	2,848	2,927	207	3,960
Steele	6,193	6,193	1,425	1,228	1,249	102	853
Stutsman	23,496	8,790	14,706	5,166	4,562	4,677	373	6,418

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES 1910 NAB			RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales	
Townsend	7,200	—	7,200	1,755	1,520	1,583	160	1,669	
Truitt	12,300	—	12,300	2,897	2,587	2,642	249	3,209	
Walsh	20,747	4,070	16,677	4,555	3,919	4,015	331	5,032	
Ward	31,981	16,577	15,404	8,139	7,244	7,471	647	11,920	
Wells	11,198	—	11,198	2,682	2,386	2,442	227	2,436	
Williams	16,315	5,790	10,525	4,307	3,690	3,801	340	5,001	
Total State	641,935	131,923	510,012	152,013	131,006	131,137	11,010	\$162,780	

OHIO

Population **6,907,612**
 Families **1,897,796**
 Radio Homes, 1910 Census **1,697,672**
 Radio Homes, NAB Projection **1,739,399**

County	POPULATION			Families	RADIO HOMES 1910 NAB			RETAIL—SERVICE	
	Total	Urban	Rural		Census	Projection	Stores	Sales	
Adams	21,705	—	21,705	5,883	3,966	4,013	384	\$3,068	
Allen	73,303	47,797	25,506	20,255	18,570	18,991	1,444	29,477	
Ashland	29,785	12,453	17,332	8,673	7,508	7,826	511	10,652	
Ashtabula	68,674	34,931	33,743	19,573	17,353	17,852	1,366	25,217	
Athens	46,166	15,911	30,255	12,251	9,612	10,042	774	11,875	
Auglaize	28,037	10,757	17,280	7,931	7,048	7,200	589	7,496	
Belmont	95,614	45,228	50,386	25,046	20,983	21,436	1,719	21,387	
Brown	21,638	—	21,638	6,256	4,692	4,694	423	3,903	
Butler	120,249	84,568	35,681	32,496	29,254	29,979	2,014	41,878	
Carroll	17,449	3,922	13,527	4,726	3,821	3,928	304	3,187	
Champaign	25,258	8,335	16,923	7,263	6,321	6,422	482	6,068	
Clark	95,647	70,662	24,985	26,653	24,258	24,780	1,728	35,536	
Clermont	34,109	—	34,109	9,732	7,993	8,114	625	7,303	
Clinton	22,574	5,971	16,603	6,824	5,781	5,924	516	7,742	
Columbiana	90,121	54,717	35,404	34,435	31,437	32,082	1,870	31,967	
Coshocton	30,594	11,509	19,085	8,720	7,208	7,381	584	8,507	
Crawford	35,571	22,749	12,822	10,386	9,334	9,548	737	11,892	
Cuyahoga	1,217,250	1,183,490	33,760	336,519	318,752	323,878	24,211	555,343	
Darke	38,831	7,745	31,086	11,145	9,443	9,663	798	10,718	
Defiance	24,367	12,293	12,074	6,860	5,944	6,101	490	7,386	
Delaware	26,780	8,944	17,836	7,586	6,366	6,665	517	7,320	
Erie	43,201	24,874	18,327	12,042	10,918	11,239	954	16,811	
Fairfield	48,490	21,940	26,550	13,274	11,470	11,712	794	13,135	
Fayette	21,385	9,402	11,983	6,066	4,916	5,013	391	7,369	
Franklin	388,712	330,268	58,444	105,742	96,785	100,569	7,025	186,311	
Fulton	23,626	3,016	20,610	6,801	5,823	5,983	468	7,407	
Gallia	24,930	7,832	17,098	6,051	3,995	4,144	310	4,514	
Geauga	19,430	—	19,430	5,193	4,255	4,318	306	4,546	
Greene	35,863	13,182	22,681	9,661	8,281	8,481	502	9,377	
Guernsey	38,822	15,044	23,778	11,055	8,808	9,156	709	9,427	
Hamilton	621,987	544,766	77,221	181,342	166,269	169,927	12,138	209,853	
Hancock	40,793	22,361	18,432	11,950	10,753	11,057	732	12,905	
Hardin	27,061	7,593	19,468	7,966	6,739	6,906	587	6,898	
Harrison	20,313	2,868	17,505	5,545	4,368	4,533	343	3,646	
Henry	22,756	4,825	17,931	6,320	5,525	5,621	418	6,090	
Highland	27,099	8,941	18,158	8,014	6,428	6,572	548	7,622	
Hoeking	21,504	6,177	15,327	5,729	4,396	4,486	321	4,395	
Holmes	17,876	—	17,876	4,532	2,994	3,063	294	3,708	
Huron	34,806	16,005	18,795	9,920	8,820	9,069	763	11,677	
Jackson	27,064	11,832	15,232	7,079	5,463	5,562	436	6,598	
Jefferson	98,129	50,269	47,860	24,565	21,380	21,742	1,768	34,649	
Knox	31,024	10,122	20,902	9,153	7,749	8,087	556	9,706	
Lake	50,020	24,282	25,738	13,774	12,959	13,217	897	18,498	
Lawrence	46,705	15,851	30,854	11,310	8,520	8,699	637	8,480	
Licking	62,279	31,487	30,792	18,346	15,759	16,120	1,098	20,043	
Lorain	29,624	9,808	19,816	8,767	7,614	7,785	687	8,927	
Lorain	112,390	78,975	33,415	30,228	27,895	28,497	2,047	39,348	
Lucas	344,333	287,032	57,301	96,079	89,929	92,162	6,109	155,392	
Madison	21,811	4,697	17,114	5,451	4,309	4,414	375	6,033	
Mahoning	240,251	197,050	43,201	59,065	53,413	54,759	3,714	97,399	
Marion	44,898	30,817	14,081	12,761	11,289	11,769	734	14,759	
Medina	33,034	10,854	22,180	9,397	8,328	8,597	630	11,367	
Meigs	24,104	6,937	17,167	6,708	4,895	5,019	391	5,141	
Mercer	26,256	4,841	21,415	6,658	5,818	5,927	522	7,107	
Miami	52,632	28,625	24,007	15,047	13,867	14,148	914	17,761	
Monroe	18,641	—	18,641	4,915	3,224	3,333	271	2,224	
Montgomery	295,480	223,914	71,566	82,139	76,044	78,076	5,143	129,680	
Morgan	14,227	—	14,227	3,973	2,928	3,020	216	2,457	
Morrow	15,646	—	15,646	4,571	3,695	3,824	190	2,882	
Muskingum	69,795	37,500	32,295	19,845	17,252	17,656	1,240	24,697	
Noble	14,587	—	14,587	4,017	2,722	2,760	257	2,000	
Ottawa	24,360	4,505	19,855	6,886	6,026	6,264	510	7,683	
Paulding	15,527	—	15,527	4,384	3,642	3,723	323	3,425	
Perry	31,087	6,939	24,148	8,357	6,708	6,884	479	6,051	
Pickaway	27,882	7,982	19,907	6,960	5,527	5,622	442	5,732	
Pike	16,113	—	16,113	3,919	2,373	2,437	251	2,152	
Portage	48,660	17,119	29,541	12,798	11,221	11,545	789	15,282	

County	-POPULATION-			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Preble	23,329	3,552	19,777	6,764	5,743	5,858	530	6,324
Putnam	25,016	—	25,016	6,493	5,621	5,775	524	5,772
Richland	73,853	43,797	30,056	20,050	17,986	18,570	1,293	28,730
Ross	52,147	20,129	32,018	13,095	10,270	10,516	718	13,747
Sandusky	41,014	20,478	20,536	11,691	10,506	10,791	855	13,878
Scioto	86,565	46,490	40,075	21,590	17,305	18,029	1,456	23,749
Seneca	48,499	27,422	21,077	13,205	11,673	12,047	1,000	16,464
Shelby	26,071	9,790	16,281	7,009	6,273	6,400	473	7,112
Stark	234,887	165,380	69,507	62,183	56,730	58,199	4,260	92,205
Summit	333,405	292,817	46,588	91,561	85,603	87,816	6,070	140,031
Trumbull	133,315	76,320	55,995	33,752	33,285	31,127	2,022	39,555
Tuscarawas	68,816	37,431	31,385	18,925	16,394	16,733	1,314	20,971
Union	20,012	4,037	15,975	5,757	4,982	5,056	375	6,005
Van Wert	26,759	11,887	14,872	7,667	6,750	6,956	484	7,607
Vinton	11,573	—	11,573	2,956	1,920	1,952	144	1,279
Warren	29,894	8,401	21,493	8,205	7,001	7,192	500	7,072
Washington	43,537	14,543	28,994	12,116	9,151	9,443	699	10,843
Wayne	50,520	18,577	31,723	13,497	11,428	11,639	1,019	16,966
Williams	25,510	9,107	16,403	7,662	6,770	6,969	626	8,550
Wood	51,796	13,263	38,533	14,581	12,926	13,268	1,124	13,150
Wyandot	19,218	6,891	12,327	5,439	4,679	4,747	384	5,901
Total State	6,097,612	1,612,986	2,291,626	1,897,796	1,697,672	1,739,399	127,215	\$2,616,387

OKLAHOMA

Population

Families

Radio Homes, 1910 Census

Radio Homes, NAB Projection

RETAIL—SERVICE

2,336,434

610,481

405,754

420,182

County	-POPULATION-			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Adair	15,755	—	15,755	3,652	1,412	1,474	174	\$1,090
Alfalfa	14,129	2,553	11,576	3,962	3,127	3,180	283	2,676
Atoka	18,702	2,548	16,154	4,417	1,787	1,877	225	1,715
Beaver	8,648	—	8,648	2,352	1,578	1,597	142	1,016
Beckham	22,160	8,058	14,111	6,075	3,924	4,088	468	5,426
Blaine	18,543	2,828	15,715	4,847	3,125	3,266	388	3,781
Bryan	38,138	38,138	10,027	9,347	5,643	5,924	445	6,215
Caddo	41,567	5,579	35,988	10,483	6,526	6,797	687	7,444
Canadian	27,329	10,078	17,251	7,003	5,427	5,595	435	6,427
Carter	13,292	16,886	26,406	11,235	7,121	7,412	770	9,358
Cherokee	21,030	3,027	18,003	4,926	1,821	1,925	237	1,987
Choctaw	28,358	5,909	22,449	6,992	3,091	3,173	299	3,076
Cimarron	3,654	—	3,654	1,019	671	686	97	873
Cleveland	27,728	11,429	16,299	6,823	5,987	5,190	433	6,068
Coal	12,811	—	12,811	3,125	1,430	1,463	143	1,467
Comanche	38,988	18,055	20,933	9,237	6,259	6,435	650	10,350
Cotton	12,884	—	12,884	3,374	2,167	2,238	201	2,703
Craig	21,083	5,685	15,398	4,871	2,932	3,043	264	3,896
Creek	55,503	22,602	32,901	14,562	9,417	9,724	938	11,108
Custer	23,068	9,240	13,828	6,091	4,340	4,502	486	5,939
Delaware	18,592	—	18,592	4,509	2,038	2,117	194	1,216
Dewey	11,981	—	11,981	3,185	2,001	2,038	248	1,738
Ellis	8,466	—	8,466	2,382	1,544	1,631	179	1,752
Garfield	45,484	28,081	17,403	12,944	10,767	11,001	901	17,915
Garvin	31,150	5,104	26,046	7,712	4,076	4,288	599	4,802
Grady	41,116	14,111	27,005	10,757	6,809	7,097	697	8,419
Grant	13,128	—	13,128	3,815	3,117	3,199	262	2,609
Greer	14,550	4,193	10,357	3,776	2,466	2,569	291	2,929
Harmon	10,019	2,732	7,287	2,572	1,716	1,801	131	1,317
Harper	6,454	—	6,454	1,744	1,141	1,171	142	1,098
Haskell	17,324	—	17,324	3,974	1,964	2,043	188	1,694
Hughes	29,189	6,632	22,557	7,005	4,146	4,243	357	4,147
Jackson	22,708	8,593	14,115	6,159	1,233	1,355	400	4,646
Jefferson	15,107	—	15,107	3,837	2,234	2,298	234	2,178
Johnston	15,960	—	15,960	3,878	1,863	1,908	211	1,379
Kay	47,084	28,528	18,556	13,218	10,620	10,945	891	14,451
Kingfisher	15,617	3,352	12,265	4,220	3,065	3,191	256	3,662
Kiowa	22,817	5,177	17,640	6,191	4,179	4,350	442	4,824
Latimer	12,380	—	12,380	2,981	1,362	1,391	158	1,188
Le Flore	45,866	4,020	41,846	10,919	5,425	5,557	521	4,900
Lincoln	29,529	2,738	26,791	7,707	4,470	4,607	373	3,747
Logan	25,245	10,018	15,227	7,045	4,146	4,067	467	6,287
Love	11,433	—	11,433	2,772	1,471	1,494	153	1,057
McClain	19,205	3,116	16,089	4,046	2,724	2,796	286	2,170
McCurtain	41,318	3,689	37,629	9,754	3,704	3,796	409	3,608
McIntosh	24,097	—	24,097	5,395	2,496	2,641	240	2,100

All money figures in the retail service column are in thousands (\$000) of dollars.

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1910 Census	NAB Projection	Stores	Sales
Major	11,946	—	11,946	3,188	2,057	2,109	230	1,825
Marshall	12,384	2,594	9,790	2,987	1,646	1,687	155	1,623
Mayer	21,668	2,501	19,167	5,428	2,754	2,885	379	3,039
Murray	13,841	4,970	8,871	3,424	2,043	1,192	301	2,260
Muskogee	65,914	32,332	33,582	16,910	10,428	10,801	1,143	16,032
Noble	14,826	5,045	9,781	4,096	3,070	3,168	303	3,279
Nowata	15,774	3,904	11,870	4,193	2,688	2,659	212	2,677
Oklfuskee	26,279	3,811	22,468	6,270	3,237	3,313	367	3,048
Oklahoma	244,159	211,016	33,143	69,951	57,392	59,619	5,104	104,680
Okmulgee	50,101	22,956	27,145	12,909	8,091	8,331	845	10,688
Osage	41,502	8,710	32,792	10,979	7,600	8,020	652	8,417
Ottawa	35,849	14,193	21,656	10,119	6,664	6,945	533	7,379
Pawnee	17,395	5,252	12,143	4,588	2,897	3,079	284	2,710
Payne	36,057	17,800	18,257	9,969	7,465	7,709	744	10,886
Pittsburg	48,985	14,997	33,988	11,560	6,955	7,318	644	8,370
Ponfotoc	39,792	15,143	24,649	10,155	6,605	6,987	704	10,167
Pottawatomie	54,377	22,053	32,324	14,131	9,776	10,032	1,074	13,597
Pushmataha	19,466	3,254	16,212	4,639	1,918	1,969	187	1,864
Roger Mills	10,736	—	10,736	2,838	1,564	1,603	180	1,232
Rogers	21,078	4,134	16,944	5,438	3,118	3,266	415	3,370
Seminole	61,291	21,862	39,339	15,138	9,746	10,052	1,030	13,740
Sequoyah	23,138	—	23,138	5,277	1,915	1,976	235	1,639
Stephens	31,090	12,106	18,984	8,029	5,143	5,370	518	6,034
Texas	9,896	—	9,896	2,745	1,919	1,972	261	3,068
Tillman	20,754	5,109	15,645	5,618	3,770	3,944	404	3,490
Tulsa	193,363	148,294	45,069	54,645	44,945	46,414	3,789	80,671
Wagoner	21,642	3,535	18,107	5,147	2,285	2,348	257	1,934
Washington	30,559	16,267	14,292	8,624	6,766	6,899	542	9,893
Washita	22,279	2,776	19,503	5,838	4,067	4,212	314	3,232
Woods	14,915	5,055	9,860	4,255	3,244	3,339	339	4,202
Woodward	16,270	5,406	10,864	4,052	2,803	2,890	320	4,960
Total State	2,336,434	879,663	1,456,771	610,481	405,754	420,182	39,448	\$549,054

OREGON

Population 1,089,684
 Families 337,492
 Radio Homes, 1940 Census 290,641
 Radio Homes, NAB Projection 299,226

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1910 Census	NAB Projection	Stores	Sales
Baker	18,297	9,342	8,955	5,406	4,413	4,525	404	\$7,630
Benton	18,629	8,392	10,237	5,669	4,828	4,978	385	8,471
Clackamas	57,130	6,124	51,006	17,669	15,303	15,704	876	13,107
Clatsop	24,697	13,291	11,406	7,605	6,572	6,746	635	11,744
Columbia	20,971	4,304	16,667	6,240	5,278	5,399	368	5,604
Coos	32,466	12,848	19,618	10,177	8,364	8,601	699	12,691
Crook	5,533	—	5,533	1,585	1,273	1,320	69	1,544
Curry	4,301	—	4,301	1,412	986	1,027	125	1,225
Deschutes	18,631	10,021	8,610	5,543	4,570	4,770	366	9,084
Douglas	25,728	4,924	20,804	7,872	6,289	6,526	691	8,288
Gilliam	2,844	—	2,844	815	661	677	96	1,396
Grant	6,380	—	6,380	1,931	1,583	1,607	151	2,006
Harney	5,374	2,566	2,808	1,630	1,285	1,341	117	2,527
Hood River	11,580	3,280	8,300	3,408	2,942	3,025	243	4,046
Jackson	36,213	16,025	20,188	11,396	9,641	9,916	671	14,435
Jefferson	2,042	—	2,042	630	468	481	35	569
Josephine	16,301	6,028	10,273	5,320	4,005	4,170	354	5,641
Klanath	40,497	16,497	24,000	11,977	10,151	10,499	727	22,472
Lako	6,293	—	6,293	1,926	1,492	1,563	107	2,660
Lane	69,096	27,269	41,827	20,922	17,816	18,295	1,206	26,640
Lincoln	14,549	—	14,549	4,711	3,418	3,619	431	4,533
Linn	30,485	8,383	22,102	9,135	7,260	7,494	558	8,861
Malheur	19,797	3,551	16,246	5,196	4,013	4,117	336	5,408
Marion	75,246	33,833	41,413	20,862	18,499	18,866	1,436	28,503
Morrow	4,337	—	4,337	1,243	1,008	1,026	97	1,282
Multnomah	355,099	305,394	49,705	117,267	106,855	110,049	8,220	211,335
Polk	19,989	3,579	16,410	5,867	4,819	4,950	348	3,904
Sherman	2,321	—	2,321	747	618	653	71	662
Tillamook	12,263	2,751	9,512	3,714	3,059	3,152	288	4,056
Umatilla	26,030	8,847	17,183	7,451	6,140	6,334	569	10,587
Union	17,399	7,747	9,652	5,316	4,508	4,638	421	6,661
Wallowa	7,625	—	7,623	2,172	1,781	1,814	163	2,389
Wasco	13,069	6,266	6,803	4,017	3,320	3,410	322	6,923
Washington	39,194	3,747	35,447	11,890	10,025	10,331	643	9,878
Wheeler	2,974	—	2,974	888	656	684	64	823
Yambill	26,336	6,666	19,670	7,883	6,742	6,919	532	8,578
Total State	1,089,684	531,675	558,009	337,492	290,641	299,226	22,714	\$176,363

PENNA.

Population 9,900,180
 Families 2,515,524
 Radio Homes, 1940 Census . . . 2,265,921
 Radio Homes, NAB Projection 2,323,980

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Adams	39,435	5,916	33,519	10,194	8,366	8,561	607	37,841
Allegheny	1,411,539	1,183,831	227,708	360,094	355,520	342,860	21,449	562,492
Armstrong	81,087	23,562	57,525	20,098	17,142	17,447	1,073	17,639
Beaver	156,754	103,888	52,866	38,832	31,919	35,681	2,342	44,104
Bedford	40,809	3,268	37,541	10,188	7,553	7,738	656	8,307
Berks	241,884	144,757	97,127	63,692	58,515	59,579	5,960	87,545
Blair	140,358	100,465	39,893	36,281	32,772	33,624	2,292	45,838
Bradford	50,615	15,938	34,677	13,936	11,432	11,741	956	13,559
Bucks	107,715	31,635	76,080	28,112	25,838	26,447	2,010	37,603
Butler	87,590	24,477	63,113	22,225	19,295	19,696	1,313	25,901
Cambria	213,459	114,567	98,892	48,512	42,720	43,438	2,791	62,429
Cameron	6,852	3,775	3,077	1,872	1,620	1,676	127	2,072
Carbon	61,735	37,361	24,374	14,780	13,665	13,903	1,153	12,503
Centre	52,608	15,493	37,115	13,271	11,335	11,564	834	15,713
Chester	135,626	53,342	82,284	33,046	29,184	29,885	2,362	43,933
Clarion	38,410	3,798	34,612	9,730	7,760	7,906	562	8,902
Clearfield	92,094	24,874	67,220	22,657	19,035	19,299	1,314	19,921
Clinton	34,557	14,594	19,963	8,904	7,662	7,835	627	9,292
Columbia	51,413	22,980	28,433	13,565	11,698	11,944	874	12,418
Crawford	71,644	27,045	44,599	19,966	17,200	17,530	1,217	22,800
Cumberland	74,806	26,867	37,939	20,419	17,936	18,439	1,329	21,693
Dauphin	177,410	119,721	57,689	46,572	42,999	43,978	3,573	71,915
Delaware	310,756	228,240	82,516	80,057	76,016	77,840	4,510	96,441
Elk	34,443	18,861	15,582	8,066	7,038	7,302	518	7,854
Eric	180,889	134,355	46,534	48,010	43,538	44,849	3,591	65,554
Payette	200,999	49,791	151,208	17,902	40,780	41,407	2,398	51,071
Forest	5,791	—	5,791	1,558	1,203	1,234	96	968
Franklin	69,378	28,177	41,201	17,766	14,527	14,972	1,111	18,346
Fulton	10,673	—	10,673	2,614	1,915	2,013	234	1,374
Greene	44,671	4,891	39,780	10,914	8,666	8,846	537	8,058
Huntingdon	41,836	11,933	29,903	10,405	8,210	8,460	666	9,094
Indiana	79,854	18,134	61,720	19,221	16,065	16,298	1,133	18,015
Jefferson	54,090	20,263	33,827	13,571	11,401	11,693	787	13,428
Juniata	15,373	—	15,373	3,979	2,980	3,016	320	2,833
Lackawanna	301,243	269,997	31,246	72,374	65,710	67,682	5,342	87,567
Lancaster	212,504	94,932	117,572	55,376	47,219	48,007	5,089	76,578
Lawrence	96,877	58,541	38,336	24,797	22,195	22,847	1,671	30,918
Lebanon	72,641	35,137	37,504	19,028	17,142	17,350	1,450	23,322
Lehigh	177,533	132,021	45,512	45,563	42,495	43,317	3,855	68,828
Luzerne	441,518	336,561	104,957	102,117	93,367	95,516	8,123	116,864
Lycoming	93,633	61,445	32,188	25,704	22,611	23,181	1,817	30,745
McKean	56,673	23,824	32,849	15,212	13,465	13,914	990	19,481
Mercer	101,039	59,095	41,944	25,771	22,816	23,612	1,823	33,054
Mifflin	42,993	16,014	26,979	10,908	8,955	9,234	834	12,453
Monroe	29,802	12,590	17,212	8,079	7,094	7,194	796	11,466
Montgomery	289,247	188,316	100,931	71,141	66,749	68,533	5,461	109,009
Montour	15,466	7,122	8,344	3,468	2,838	2,950	219	2,881
Northampton	168,959	120,299	48,660	43,312	40,215	41,060	3,379	58,645
Northum-								
berland	126,887	70,993	55,894	31,632	28,018	28,732	2,370	31,212
Perry	23,213	—	23,213	6,208	5,023	5,092	416	4,128
Philadelphia	1,931,334	1,931,334	—	506,980	470,187	487,635	42,033	845,069
Pike	7,452	—	7,452	2,314	1,905	1,955	185	1,658
Potter	18,201	3,197	15,004	5,068	3,924	4,038	328	4,898
Schuylkill	228,331	130,222	98,109	53,621	47,282	48,604	4,786	54,081
Snyder	20,208	2,877	17,331	5,348	4,194	4,269	403	3,081
Somerset	84,957	17,737	67,220	20,423	16,536	16,761	1,185	19,499
Sullivan	7,504	—	7,504	1,927	1,454	1,467	164	1,038
Susquehanna	33,893	7,066	26,827	9,025	7,313	7,480	571	6,718
Tioga	35,004	3,665	31,339	9,671	7,833	8,072	619	8,549
Union	20,247	3,571	16,676	4,909	4,173	4,292	423	4,284
Venango	63,958	34,017	29,941	16,277	13,779	14,335	992	18,136
Warren	42,789	14,891	27,898	11,105	9,247	9,628	607	17,485
Washington	210,852	89,228	121,624	52,333	46,109	46,949	3,121	58,259
Wayne	29,934	5,687	24,247	7,785	6,488	6,642	556	7,621
Westmoreland	303,411	146,573	156,838	74,215	66,160	67,467	4,354	78,368
Wyoming	16,702	—	16,702	4,538	3,582	3,714	353	4,572
York	178,022	83,186	94,836	48,252	43,008	43,789	3,214	58,410
Total State	9,900,180	6,586,877	3,313,303	2,515,524	2,265,921	2,323,980	179,692	\$3,316,477

All money figures in the retail-service column are in thousands (\$000) of dollars.

RHODE IS.

Population 713,346
 Families 187,706
 Radio Homes, 1940 Census 176,739
 Radio Homes, NAB Projection 179,652

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Bristol	25,548	25,548	—	6,478	6,170	6,266	448	\$6,075
Kent	58,311	50,787	7,524	15,302	14,301	14,615	1,135	17,340
Newport	46,696	30,532	16,164	11,981	11,256	11,490	922	18,462
Providence	550,298	535,317	14,981	145,070	137,059	139,184	11,190	221,859
Washington	32,493	11,199	21,294	8,875	7,953	8,097	728	14,417
Total State . . .	713,346	653,383	59,963	187,706	176,739	179,652	11,123	\$296,690

S. CAROLINA

Population 1,899,804
 Families 434,968
 Radio Homes, 1940 Census 209,542
 Radio Homes, NAB Projection 215,636

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Abbeville	22,931	22,931	4,950	5,399	2,219	2,303	350	\$2,653
Aiken	49,916	8,797	41,119	12,418	5,861	6,090	686	6,478
Allendale	13,040	—	13,040	2,916	723	737	162	1,315
Anderson	88,712	24,678	64,034	20,746	12,758	13,065	1,197	15,716
Bamberg	18,643	300	15,643	4,202	1,260	1,330	269	2,666
Barnwell	20,138	—	20,138	4,780	1,153	1,184	300	2,225
Beaufort	22,037	3,185	18,852	1,935	1,128	1,163	276	2,594
Berkley	27,128	—	27,128	5,719	1,476	1,528	246	1,995
Calhoun	16,229	—	16,229	3,610	876	930	229	1,939
Charleston	121,105	71,275	49,830	31,907	16,969	17,589	1,776	35,121
Cherokee	33,290	7,636	25,654	7,218	4,141	4,252	411	3,670
Chester	32,579	6,392	26,187	7,374	3,615	3,693	339	5,292
Chesterfield	35,963	4,497	31,466	7,601	3,124	3,206	410	4,386
Clarendon	31,500	—	31,500	6,377	1,598	1,642	262	3,009
Colleton	26,268	3,373	22,895	6,145	1,838	1,861	308	3,434
Darlington	45,198	11,635	33,563	10,269	4,457	4,621	516	7,484
Dillon	29,625	3,867	25,758	6,180	2,476	2,548	337	3,977
Dorchester	19,928	3,023	16,905	4,473	1,641	1,704	247	2,493
Edgefield	17,894	—	17,894	4,035	1,278	1,334	262	2,087
Fairfield	24,187	3,181	21,006	5,266	1,877	1,929	228	2,748
Florence	70,582	18,576	52,006	15,597	7,199	7,351	865	15,192
Georgetown	26,352	5,559	20,793	5,994	2,105	2,198	338	4,117
Greenville	136,580	37,083	99,497	33,813	23,136	23,757	1,833	40,113
Greenwood	40,083	13,020	27,063	9,474	5,302	5,459	646	9,387
Hampton	17,465	—	17,465	4,106	1,084	1,109	157	1,499
Horry	51,951	5,066	46,885	10,831	4,050	4,141	584	8,401
Jasper	11,011	—	11,011	2,490	671	690	76	644
Kershaw	32,913	5,747	27,166	7,189	2,520	2,619	106	4,044
Lancaster	33,542	4,430	29,112	7,360	4,090	4,221	330	5,062
Laurens	44,785	12,598	31,587	10,106	5,526	5,664	559	6,980
Lee	24,908	2,995	21,913	5,311	1,480	1,506	278	2,981
Lexington	35,994	2,745	33,249	8,399	1,331	1,427	188	4,288
McCormick	10,367	—	10,367	2,271	576	585	132	914
Marion	30,107	10,138	19,969	6,600	2,826	2,898	364	5,332
Marlboro	33,281	4,895	28,386	7,259	2,509	2,579	321	4,483
Newberry	33,577	10,782	22,795	7,960	3,718	3,814	515	5,827
Oconee	36,512	2,820	33,692	8,080	4,105	4,161	439	4,563
Orangeburg	63,707	10,521	53,186	14,651	4,930	5,049	984	10,064
Pickens	37,111	5,183	31,928	8,281	5,075	5,215	537	5,140
Richland	104,843	65,904	38,939	24,210	15,347	15,856	1,554	38,221
Saluda	17,192	188	17,004	3,861	1,395	1,426	243	1,273
Spartanburg	127,733	36,348	91,385	29,497	19,406	19,936	1,424	28,917
Sumter	52,463	15,874	36,589	11,521	4,264	4,437	524	10,460
Union	31,360	8,478	22,882	6,908	3,763	3,847	476	5,636
Williamsburg	41,011	3,182	37,829	8,315	2,209	2,275	357	3,939
York	58,663	24,490	34,173	13,224	7,474	7,730	730	11,342
Total State . . .	1,899,804	466,111	1,433,693	431,968	209,542	215,636	23,871	\$351,101

S. DAKOTA

Population	642,961
Families	165,428
Radio Homes, 1940 Census	136,049
Radio Homes, NAB Projection	139,854

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Armstrong ..	42	—	42	11	9	9	—	—
Aurora	5,387	—	5,387	1,398	1,055	1,118	117	\$867
Beadle	19,648	10,843	8,805	5,231	4,545	4,065	395	7,125
Bennett	3,983	—	3,983	991	540	548	73	503
Bon Homme ..	10,241	—	10,241	2,769	2,171	2,231	209	1,894
Brookings ..	16,560	5,346	11,214	4,266	3,740	3,830	331	5,440
Brown	29,676	17,015	12,661	7,711	7,000	7,170	592	11,708
Brule	6,195	—	6,195	1,674	1,339	1,357	166	1,781
Buffalo	1,853	—	1,853	434	257	261	14	100
Butte	8,004	—	8,004	2,138	1,751	1,794	219	3,448
Campbell	5,033	—	5,033	1,120	848	873	62	498
Charles Mix ..	13,449	—	13,449	3,233	2,279	2,350	185	1,815
Clark	8,955	—	8,955	2,315	1,949	1,996	163	1,566
Clay	9,592	3,324	6,268	2,619	2,269	2,320	180	2,389
Codington ..	17,014	10,617	6,397	4,318	3,783	3,902	382	8,026
Corson	6,755	—	6,755	1,587	1,095	1,167	106	847
Custer	6,023	—	6,023	1,708	1,214	1,245	143	1,619
Davison	15,336	10,633	4,703	4,192	3,671	3,779	422	7,665
Day	13,565	—	13,565	3,346	2,794	2,843	257	3,191
Devel	8,450	—	8,450	2,038	1,691	1,772	141	1,237
Dewey	5,709	—	5,709	1,338	940	958	107	822
Douglas	6,348	—	6,348	1,579	1,227	1,271	123	995
Edmunds	7,814	—	7,814	1,830	1,488	1,511	114	1,169
Fall River ..	8,089	4,083	4,006	2,073	1,648	1,699	190	2,128
Faulk	5,168	—	5,168	1,329	1,165	1,198	139	965
Grant	10,552	2,745	7,807	2,665	2,397	2,429	210	2,226
Gregory	9,554	—	9,554	2,404	1,730	1,821	179	1,674
Haakon	3,515	—	3,515	1,004	809	834	88	948
Hamlin	7,562	—	7,562	1,893	1,581	1,607	165	1,344
Hand	7,166	—	7,166	1,795	1,536	1,569	106	1,427
Hanson	5,400	—	5,400	1,368	1,140	1,162	79	625
Harding	3,010	—	3,010	831	589	594	40	380
Hughes	6,624	4,322	2,302	1,858	1,601	1,639	165	2,065
Hutchinson ..	12,668	—	12,668	3,111	2,423	2,467	238	2,253
Hyde	3,113	—	3,113	788	675	686	59	824
Jackson	1,955	—	1,955	555	414	423	70	529
Jerauld	4,752	—	4,752	1,271	1,054	1,064	112	1,077
Jones	2,509	—	2,509	690	552	569	57	579
Kingsbury ..	10,831	—	10,831	2,843	2,342	2,419	272	2,417
Lake	12,412	5,018	7,394	3,159	2,778	2,832	269	3,592
Lawrence	19,093	11,620	7,473	5,330	4,652	4,753	372	7,455
Lincoln	13,171	2,518	10,653	3,429	2,935	3,027	226	2,447
Lyman	5,045	—	5,045	1,281	989	1,000	108	875
McCook	9,793	—	9,793	2,466	2,047	2,101	207	1,632
McPherson ..	8,353	—	8,353	1,871	1,334	1,365	125	1,045
Marshall	8,880	—	8,880	2,122	1,730	1,790	172	2,126
Meade	9,735	2,008	6,727	2,668	2,019	2,131	205	2,226
Mellette	4,107	—	4,107	960	496	511	66	370
Miner	6,836	—	6,836	1,781	1,500	1,523	142	1,141
Minnehaha ..	57,697	40,832	16,865	15,504	14,073	14,409	1,185	27,782
Moody	9,341	—	9,341	2,469	2,140	2,214	168	2,011
Pennington ..	23,799	13,844	9,955	6,677	5,502	5,719	591	12,147
Perkins	6,585	—	6,585	1,705	1,309	1,371	117	1,448
Potter	4,614	—	4,614	1,195	975	1,018	155	1,198
Roberts	15,887	2,513	13,374	3,815	3,156	3,221	270	3,078
Sanborn	5,754	—	5,754	1,566	1,210	1,259	124	966
Shannon	5,366	—	5,366	1,183	539	546	29	312
Spink	12,527	—	12,527	3,178	2,822	2,864	293	2,845
Stanley	1,959	—	1,959	575	458	483	36	335
Sully	2,668	—	2,668	656	529	544	40	401
Todd	5,714	—	5,714	1,344	652	675	54	416
Tripp	9,937	—	9,937	2,482	1,910	1,979	181	2,718
Turner	13,270	—	13,270	3,539	2,923	3,029	300	2,368
Union	11,675	—	11,675	3,058	2,572	2,639	221	2,352
Walworth	7,274	3,008	4,266	1,815	1,541	1,585	152	2,026
Washabaugh ..	1,980	—	1,980	439	222	227	17	81
Washington ..	1,789	—	1,789	368	185	191	8	72
Yankton	16,725	6,798	9,927	3,870	2,131	3,242	247	4,843
Ziebach	2,875	—	2,875	708	430	447	31	237
Total State ..	642,961	158,087	484,874	165,428	136,019	139,854	12,781	\$177,601

All money figures in the retail-service column are in thousands (\$000) of dollars.

TENNESSEE

Population 2,915,841
 Families 714,894
 Radio Homes, 1940 Census 434,733
 Radio Homes, NAB Projection 446,943

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1910 Census	NAB Projection	Stores	Sales
Anderson	26,504	2,761	23,743	5,977	3,610	3,659	263	\$3,234
Bedford	23,151	6,537	16,614	6,199	4,046	4,196	305	4,317
Benton	11,976	—	11,976	2,999	1,207	1,254	187	1,316
Bledsoe	8,358	—	8,358	1,744	706	727	89	656
Blount	41,116	10,740	30,376	9,534	6,072	6,896	378	6,645
Bradley	28,198	11,351	17,147	6,873	4,453	4,593	398	5,270
Campbell	31,131	4,010	27,121	6,709	3,739	3,783	308	4,468
Cannon	9,880	—	9,880	2,375	910	939	152	665
Carroll	25,978	—	25,978	6,713	3,419	3,483	340	3,199
Carter	35,127	8,516	26,611	7,761	4,935	5,158	331	5,392
Cheatham	9,928	—	9,928	2,335	1,196	1,246	135	965
Chester	11,124	—	11,124	2,642	1,219	1,248	142	1,139
Claiborne	24,657	—	24,657	5,338	2,389	2,568	249	1,721
Clay	10,904	—	10,904	2,313	897	910	115	531
Cocke	24,083	3,575	20,508	5,284	2,442	2,530	250	2,352
Coffee	18,959	4,549	14,410	4,616	2,482	2,568	305	2,846
Crockett	17,330	—	17,330	4,425	2,250	2,290	228	1,845
Cumberland	15,592	—	15,592	3,451	1,440	1,492	122	1,576
Davidson	257,267	167,402	89,865	66,823	53,655	54,922	4,261	99,342
Deatur	10,261	—	10,261	2,444	1,261	1,284	151	868
De Kalb	14,588	—	14,588	3,555	1,674	1,711	187	1,243
Dickson	19,718	3,504	16,214	4,831	2,356	2,425	280	2,872
Dyer	34,920	10,034	24,886	9,016	5,580	5,685	412	7,806
Fayette	30,332	—	30,332	6,813	1,428	1,476	174	2,069
Fentress	14,262	—	14,262	2,888	1,005	1,029	124	1,256
Franklin	23,692	2,760	21,132	5,505	3,139	3,254	212	3,165
Gibson	44,835	11,595	33,240	11,854	6,731	6,831	571	6,498
Giles	29,240	5,314	23,926	7,191	3,840	3,921	429	4,237
Grainger	14,356	—	14,356	3,233	1,193	1,239	152	894
Greene	39,405	6,784	32,621	9,065	5,146	5,272	505	5,664
Grundy	11,552	—	11,552	2,574	1,372	1,390	93	821
Hamblen	18,611	8,050	10,561	4,550	2,708	2,762	201	4,096
Hamilton	180,478	131,102	49,376	45,942	34,753	35,677	2,989	64,617
Hancock	11,231	—	11,231	2,343	806	825	93	419
Hardeman	23,590	—	23,590	5,033	1,891	1,946	258	2,353
Hardin	17,806	—	17,806	4,120	1,859	2,028	182	1,422
Hawkins	28,523	—	28,523	6,405	3,326	3,389	359	2,592
Haywood	27,699	4,012	23,687	6,541	2,022	2,096	253	3,283
Henderson	19,220	2,526	16,694	4,611	2,413	2,446	197	2,020
Henry	25,877	6,395	19,482	6,893	3,630	3,676	354	4,374
Hickman	14,873	—	14,873	3,391	1,661	1,695	172	1,090
Houston	6,432	—	6,432	1,512	764	771	95	549
Humphreys	12,421	—	12,421	2,958	1,331	1,368	138	1,344
Jackson	15,082	—	15,082	3,344	1,364	1,392	174	1,038
Jefferson	18,621	2,576	16,045	4,264	2,541	2,582	163	1,825
Johnson	12,998	—	12,998	2,825	1,199	1,254	140	765
Knox	178,468	111,580	66,888	43,990	33,956	34,573	2,390	60,799
Lake	11,235	—	11,235	3,046	1,299	1,321	147	1,812
Lauderdale	24,461	2,784	21,677	5,961	2,700	2,743	312	3,842
Lawrence	28,726	3,807	24,919	6,533	3,205	3,253	327	3,931
Lewis	5,849	—	5,849	1,313	726	738	68	720
Lincoln	27,214	4,684	22,530	6,651	3,973	4,084	272	3,962
Loudon	19,838	7,390	12,448	4,571	2,947	3,011	212	2,983
McMinn	30,781	10,292	20,489	7,376	4,454	4,603	361	5,287
McNairy	20,424	—	20,424	4,846	2,112	2,155	248	1,787
Macon	14,904	—	14,904	3,691	1,745	1,784	258	1,085
Madison	54,115	24,332	29,783	14,360	8,400	8,588	628	13,230
Marion	19,140	—	19,140	4,286	2,429	2,474	244	2,522
Marshall	16,030	3,582	12,448	4,260	2,692	2,796	198	3,188
Maury	40,357	13,668	26,689	10,377	6,538	6,728	561	8,197
Meigs	6,393	—	6,393	1,395	684	702	45	214
Monroe	24,275	2,593	21,682	5,328	2,527	2,560	200	2,338
Montgomery	33,346	11,831	21,515	8,288	4,810	4,913	502	6,259
Moore	4,093	—	4,093	1,031	537	551	31	187
Morgan	15,242	—	15,242	3,085	1,597	1,614	154	1,020
Obion	30,978	7,256	23,722	8,268	5,319	5,439	424	5,804
Overton	18,883	—	18,883	4,064	1,228	1,263	186	1,226
Perry	7,535	—	7,535	1,770	954	958	105	685
Pickett	6,213	—	6,213	1,282	459	462	86	348
Polk	15,473	—	15,473	3,242	1,735	1,774	192	2,488
Putnam	26,250	4,364	21,886	6,036	2,765	2,866	373	3,385
Rhea	16,353	—	16,353	3,754	2,025	2,085	183	2,522
Roane	27,795	9,601	18,194	6,295	3,675	3,724	288	3,751
Robertson	29,046	6,668	22,378	7,182	3,925	4,049	379	4,067
Rutherford	33,604	9,495	24,109	8,381	4,849	5,090	430	6,508
Scott	15,966	—	15,966	3,349	1,474	1,492	159	1,621
Sequatchie	6,038	—	6,038	1,111	514	525	57	384
Sevier	25,291	—	25,291	5,078	2,398	2,462	183	2,325
Shelby	358,250	292,942	65,308	96,769	65,665	68,364	5,442	153,441
Smith	16,148	—	16,148	4,168	2,259	2,335	220	1,801

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Stewart	13,549	—	13,549	3,049	1,522	1,566	144	847
Sullivan	69,085	28,408	40,677	16,079	11,750	12,102	606	18,008
Sumner	32,719	4,829	27,890	8,146	4,485	4,680	335	3,724
Tipton	28,036	3,513	24,523	6,775	3,009	3,095	252	3,811
Trousdale	6,113	—	6,113	1,534	907	939	68	699
Uicoi	14,128	3,350	10,778	3,050	1,729	1,783	226	1,764
Union	9,030	—	9,030	2,004	778	818	110	491
Van Buren	4,090	—	4,090	894	379	393	32	127
Warren	19,764	4,649	15,115	4,939	2,540	2,617	262	2,901
Washington	51,631	25,332	26,299	11,690	8,032	8,231	735	14,230
Wayne	13,638	—	13,638	3,081	1,230	1,242	140	994
Weakley	29,498	3,587	25,911	8,092	4,306	4,382	427	1,142
White	15,983	2,506	13,477	3,733	1,568	1,628	201	1,509
Williamson	25,220	4,120	21,100	6,080	3,374	3,487	292	3,323
Wilson	25,267	5,950	19,317	6,699	3,889	4,016	293	3,518
Total State	2,915,841	1,027,206	1,888,635	714,894	434,733	446,943	37,613	\$650,526

TEXAS

Population 6,414,824
 Families 1,678,674
 Radio Homes, 1940 Census 1,090,206
 Radio Homes, NAB Projection 1,220,042

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Anderson	37,092	12,144	24,948	9,643	4,958	5,176	579	\$7,069
Andrews	1,277	—	1,227	354	264	268	39	364
Angelina	32,201	9,567	22,634	8,524	4,818	5,091	417	6,788
Aransas	3,469	348	3,121	961	553	572	77	701
Archer	7,599	—	7,599	1,997	1,405	1,459	168	1,362
Armstrong	2,495	—	2,495	699	576	585	54	499
Atascosa	19,275	—	19,275	4,103	1,609	1,683	316	2,385
Austin	17,384	—	17,384	4,774	2,012	2,047	324	2,906
Bailey	6,318	—	6,318	1,592	1,030	1,042	110	1,378
Bandera	4,234	—	4,234	1,212	717	720	74	586
Bastrop	21,610	3,100	18,510	5,516	2,290	2,341	300	3,040
Baylor	7,755	3,328	4,427	2,026	1,350	1,375	167	2,117
Bee	16,481	6,789	9,692	3,971	2,210	2,246	346	4,915
Bell	44,863	18,916	25,947	12,149	7,833	8,081	839	10,866
Bexar	338,176	259,554	78,622	84,698	63,406	64,431	6,454	120,258
Blanco	4,264	—	4,204	1,159	730	750	81	920
Borden	1,396	—	1,396	344	211	217	6	24
Bosque	15,761	—	15,761	4,298	2,795	2,894	308	2,439
Bowie	50,208	17,019	33,189	13,431	7,626	7,829	860	12,480
Brazoria	27,069	5,666	21,403	6,506	4,086	4,112	421	7,060
Brazos	26,977	11,842	15,135	7,198	3,871	3,978	379	8,604
Brewster	6,478	3,866	2,612	1,626	848	869	161	2,106
Briscoe	4,056	—	4,056	1,066	695	704	115	879
Brooks	6,362	—	6,362	1,345	467	469	95	1,482
Brown	25,924	13,398	12,526	7,286	5,073	5,183	624	7,852
Burleson	18,334	—	18,334	4,078	1,633	1,681	236	2,221
Burnet	10,771	—	10,771	2,881	1,788	1,811	182	1,962
Caldwell	24,893	9,455	15,438	6,014	3,110	3,190	438	6,057
Calhoun	5,911	—	5,911	1,509	780	798	114	1,122
Callahan	11,568	—	11,568	3,141	1,901	2,009	230	2,088
Cameron	83,202	44,890	38,312	19,725	9,368	9,644	1,691	19,120
Camp	10,285	2,916	7,369	2,665	1,285	1,313	190	1,421
Carson	6,624	—	6,624	1,757	1,506	1,537	142	1,853
Cass	33,496	—	33,496	8,152	3,564	3,683	394	5,120
Castro	4,631	—	4,631	1,134	840	861	73	943
Chambers	7,511	—	7,511	2,097	1,343	1,367	125	1,985
Cherokee	43,970	12,912	31,058	10,606	5,116	5,337	621	7,374
Childress	12,149	6,464	5,685	3,316	2,382	2,407	291	4,105
Clay	12,524	—	12,524	3,403	2,121	2,193	243	2,067
Cochran	3,735	—	3,735	886	543	560	89	693
Coke	4,590	—	4,590	1,235	711	728	75	644
Coleman	20,571	6,054	14,517	5,459	3,608	3,704	411	3,973
Collin	47,190	8,555	38,635	12,698	8,749	9,017	771	8,697
Collingsworth	10,331	3,308	7,023	2,723	1,808	1,824	212	2,458
Colorado	17,812	—	17,812	4,716	2,078	2,128	331	4,311
Comai	12,312	6,976	5,345	3,305	2,084	2,149	292	3,877
Comanche	19,245	3,209	16,036	5,283	3,389	3,494	257	3,407
Concho	6,192	—	6,192	1,571	1,003	1,036	130	1,239
Cooke	24,909	9,651	15,258	6,376	4,607	4,763	405	6,161
Corvell	20,226	3,177	17,049	5,119	3,064	3,134	320	2,779
Cottle	7,079	2,677	4,402	1,900	1,245	1,258	168	2,100
Crane	2,841	—	2,841	806	624	657	79	939
Crockett	2,809	—	2,809	719	441	454	58	1,224

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Crosby	10,046	—	10,046	2,654	1,845	1,915	188	2,198
Culberson	1,653	—	1,653	448	234	240	57	709
Dallam	6,494	4,441	2,053	1,734	1,292	1,354	177	2,796
Dallas	398,564	319,480	79,084	113,053	93,564	96,130	7,674	205,466
Dawson	15,367	6,038	9,329	3,990	2,694	2,730	325	4,829
Deaf Smith	6,056	2,584	3,472	1,600	1,272	1,304	140	2,744
Delta	12,858	2,537	10,321	3,347	2,224	2,311	162	1,703
Denton	33,658	11,192	22,466	9,241	6,646	6,856	656	8,908
De Witt	24,935	7,418	17,517	6,492	3,185	3,265	518	6,468
Dickens	7,847	—	7,847	2,020	1,334	1,363	133	2,384
Dimmit	8,542	—	8,542	1,909	692	726	103	1,078
Donley	7,487	—	7,487	1,996	1,479	1,511	159	1,936
Duval	20,565	5,755	14,810	4,720	2,325	2,360	328	3,831
Eastland	30,345	13,270	17,075	8,374	5,423	5,693	662	7,430
Ector	15,051	9,573	5,478	4,445	3,459	3,568	361	9,570
Edwards	2,933	—	2,933	779	482	494	60	492
Ellis	44,733	15,742	31,991	12,919	8,112	8,288	971	10,024
El Paso	131,067	96,810	34,257	31,605	22,696	23,088	2,324	45,669
Erath	20,760	7,314	13,446	5,831	3,511	3,622	309	3,978
Falls	35,984	6,542	29,442	8,863	4,093	4,203	483	5,480
Fannin	41,064	6,349	34,715	11,007	7,439	7,581	612	6,209
Fayette	29,246	2,531	26,715	7,558	3,142	3,209	531	4,978
Fisher	12,932	—	12,932	3,266	2,013	2,099	194	1,837
Floyd	10,659	2,726	7,933	2,814	2,088	2,156	178	2,717
Foard	5,237	—	5,237	1,387	887	908	106	1,104
Fort Bend	32,963	3,457	29,506	7,709	3,319	3,355	540	7,474
Franklin	8,378	—	8,378	2,255	1,342	1,383	85	1,083
Freestone	21,138	3,157	17,981	5,440	2,238	2,324	327	3,108
Frio	9,207	3,164	6,043	2,138	819	840	163	1,388
Gaines	8,136	3,225	4,911	2,243	1,507	1,570	233	3,275
Galveston	81,173	66,610	14,563	22,152	18,060	18,363	1,842	35,786
Garza	5,678	—	5,678	1,522	1,085	1,122	125	1,792
Gillespie	10,670	3,544	7,126	2,817	1,614	1,624	227	2,842
Glasscock	1,193	—	1,193	323	260	263	16	98
Goliad	8,798	—	8,798	2,087	777	789	114	1,235
Gonzales	26,075	4,722	21,353	6,266	2,895	2,930	425	4,119
Gray	23,911	12,895	11,016	6,769	5,740	5,816	513	10,794
Grayson	69,499	32,737	36,762	19,497	14,595	14,851	1,409	19,103
Gregg	58,927	24,840	33,187	16,290	11,118	11,368	1,248	23,563
Grimes	21,960	6,138	15,822	5,601	2,086	2,174	257	3,224
Guadalupe	25,596	7,006	18,590	6,242	3,038	3,127	448	4,394
Hale	18,813	8,263	10,550	5,056	3,879	3,982	449	7,895
Hall	12,117	3,869	8,248	3,209	2,025	2,049	293	3,310
Hamilton	13,303	2,716	10,587	3,705	2,326	2,372	266	2,851
Hansford	2,783	—	2,783	737	583	591	75	1,280
Hardeman	11,073	3,767	7,306	3,008	2,092	2,165	266	3,043
Hardin	15,875	2,525	13,350	4,228	2,295	2,397	255	3,157
Harris	528,961	410,885	118,077	146,439	116,300	120,628	9,268	239,223
Harrison	50,900	18,410	32,490	12,726	5,556	5,754	594	9,747
Hartley	1,873	241	1,632	478	387	394	25	203
Haskell	14,905	3,051	11,854	3,960	2,600	2,659	276	2,848
Hays	15,349	6,006	9,343	3,728	1,990	2,057	280	3,176
Hemphill	4,170	—	4,170	1,137	820	825	98	1,532
Henderson	31,822	4,765	27,057	8,071	4,208	4,296	385	4,894
Hidalgo	106,059	50,580	55,479	23,784	10,231	10,554	1,586	20,508
Hill	38,355	7,799	30,556	10,317	6,347	6,489	680	6,614
Hockley	12,693	3,091	9,602	3,179	2,236	2,308	211	2,861
Hood	6,674	—	6,674	1,803	994	1,020	142	932
Hopkins	30,274	6,742	23,532	8,004	5,010	5,087	547	5,781
Houston	31,137	4,636	26,601	7,734	2,740	2,905	331	3,915
Howard	20,990	12,604	8,386	5,439	1,143	4,280	533	10,534
Hudspeth	3,149	—	3,149	815	352	355	73	487
Hunt	48,793	18,694	30,099	13,317	9,587	9,862	971	12,013
Hutchinson	19,069	10,018	9,051	5,289	4,527	4,655	307	7,165
Irion	1,963	—	1,963	562	354	355	43	312
Jack	10,206	—	10,206	2,758	1,652	1,664	227	1,963
Jackson	11,720	2,724	8,996	2,846	1,557	1,571	191	2,185
Jasper	17,491	3,497	13,994	4,351	1,993	2,021	239	3,184
Jeff Davis	2,375	—	2,375	580	375	379	43	307
Jefferson	145,329	105,201	40,128	39,173	30,298	31,338	2,533	57,967
Jim Hogg	5,449	—	5,449	1,217	594	583	131	1,525
Jim Wells	20,239	7,792	12,447	4,735	2,340	2,383	377	5,999
Johnson	30,384	10,558	10,846	8,624	5,988	6,082	620	6,900
Jones	23,378	4,810	18,568	6,182	4,078	4,271	435	6,183
Karnes	19,248	2,891	16,357	4,238	1,722	1,788	301	3,398
Kaufman	38,308	13,135	25,173	9,200	5,396	5,416	673	6,825
Kendall	5,080	—	5,080	1,507	892	868	137	1,389
Kenedy	700	—	700	134	31	33	3	18
Kent	3,413	—	3,413	874	479	505	58	486
Kerr	11,650	5,572	6,078	3,136	2,225	2,252	244	4,819
Kimble	5,064	—	5,064	1,368	871	893	98	1,368
King	1,066	—	1,066	267	209	214	201	201
Kinney	4,533	2,653	1,880	897	428	430	74	714
Kleberg	13,344	7,782	5,562	3,228	1,950	1,999	257	3,768
Knox	10,090	—	10,090	2,560	1,582	1,635	227	2,236

County	POPULATION			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1910 Census	1910 NAB Projection	Stores	Sales
Lamar	50,425	18,678	31,747	13,049	7,816	8,027	657	9,654
Lamb	17,006	3,817	13,789	4,567	3,141	3,206	369	4,887
Lampasas	9,167	3,426	5,741	2,673	1,770	1,812	199	2,404
La Salle	8,003	3,633	4,370	1,899	554	570	157	1,178
Lavaca	25,485	2,789	22,696	6,612	2,799	2,862	363	3,579
Lee	12,751	—	12,751	3,048	1,180	1,205	202	1,643
Leon	17,733	—	17,733	4,457	1,542	1,602	316	2,316
Liberty	24,541	3,087	21,454	6,496	3,267	3,365	448	6,362
Limestone	33,781	6,410	27,371	8,863	4,491	4,622	593	5,039
Lipscomb	3,764	—	3,764	1,002	794	805	114	1,074
Live Oak	9,799	—	9,799	2,258	1,128	1,169	148	1,532
Llano	5,996	2,658	3,338	1,695	1,144	1,152	133	1,541
Loving	285	—	285	86	68	72	9	*238
Lubbock	51,782	35,440	16,342	13,821	11,007	11,345	1,076	25,008
Lynn	11,931	—	11,931	3,086	2,183	2,221	176	3,255
McCulloch	13,208	5,002	8,206	3,500	2,334	2,380	321	3,950
McLennan	101,898	58,838	43,060	27,332	18,734	19,443	1,827	31,610
McMullen	1,374	—	1,374	364	198	198	26	114
Madison	12,029	—	12,029	3,052	944	991	174	2,485
Marion	11,457	2,797	8,660	2,842	950	982	206	1,755
Martin	5,556	—	5,556	1,369	827	863	84	1,134
Mason	5,378	—	5,378	1,513	1,043	1,050	118	1,474
Matagorda	20,066	6,594	13,472	5,304	2,575	2,665	389	5,711
Maverick	10,071	6,459	3,612	2,172	872	903	167	2,136
Medina	16,106	—	16,106	3,871	1,949	1,995	210	2,285
Menard	4,521	—	4,521	1,225	816	821	109	1,402
Midland	11,721	9,352	2,369	3,323	2,430	2,467	233	6,272
Milam	33,120	5,040	28,080	8,272	3,873	4,024	467	4,739
Mills	7,951	—	7,951	2,150	1,319	1,333	151	1,414
Mitchell	12,477	5,213	7,264	3,332	2,175	2,226	269	3,223
Montague	20,442	6,075	14,367	5,433	3,424	3,528	395	4,018
Montgomery	23,055	4,624	18,431	6,011	2,899	3,006	360	4,763
Moore	4,461	—	4,461	1,204	1,048	1,083	102	1,467
Morris	9,819	—	9,819	2,423	972	1,011	138	1,287
Motley	4,994	—	4,994	1,325	856	863	104	1,206
Nacogdoches	35,392	7,538	27,854	8,832	4,207	4,419	491	6,937
Navarro	51,308	15,232	36,076	13,505	7,789	7,924	852	10,046
Newton	13,700	—	13,700	3,254	1,156	1,177	161	1,276
Nolan	17,309	10,367	6,942	4,644	3,218	3,487	331	6,270
Nueces	92,661	64,081	28,580	23,992	15,366	15,753	2,029	40,771
Ochiltree	4,213	—	4,213	1,136	966	974	108	2,065
Oldham	1,385	—	1,385	353	307	318	46	434
Orange	17,382	7,472	9,910	4,598	2,838	3,022	282	3,713
Palo Pinto	18,456	6,303	12,153	5,120	3,327	3,814	454	4,440
Panola	22,513	—	22,513	5,359	2,051	2,078	229	2,231
Parker	20,482	5,924	14,558	5,613	3,455	3,510	381	3,763
Parmer	5,890	—	5,890	1,504	1,141	1,175	123	1,506
Pecos	8,185	3,294	4,891	2,029	1,239	1,332	201	2,911
Polk	20,635	—	20,635	5,165	2,374	2,432	232	3,758
Potter	54,265	50,023	4,242	15,062	13,388	13,773	1,188	28,888
Presidio	10,925	3,805	7,120	2,186	792	816	181	2,219
Rains	7,334	—	7,334	1,800	953	970	83	427
Randall	7,185	4,285	2,900	2,011	1,702	1,763	118	1,578
Reagan	1,997	—	1,997	568	477	496	55	615
Real	2,420	—	2,420	660	332	335	48	307
Red River	29,769	4,095	25,674	7,491	3,711	3,778	440	4,079
Reeves	8,006	4,855	3,151	2,050	1,203	1,232	246	3,908
Refugio	10,383	4,077	6,306	2,627	1,628	1,674	235	3,309
Roberts	1,289	—	1,289	360	293	300	28	457
Robertson	25,710	3,511	22,199	6,291	2,496	2,578	390	3,607
Rockwall	7,051	—	7,051	1,953	1,148	1,177	143	1,102
Runnels	18,903	4,472	14,431	4,922	3,337	3,483	403	4,918
Rusk	51,023	6,500	44,523	12,972	7,200	7,406	752	11,398
Sabine	10,896	—	10,896	2,736	1,032	1,080	137	1,277
San Augustine	12,471	—	12,471	2,926	867	939	146	1,650
San Jacinto	9,056	—	9,056	2,296	459	483	97	616
San Patricio	28,871	10,203	18,668	7,131	4,028	4,192	517	8,204
San Saba	11,012	2,927	8,085	2,882	1,768	1,813	181	1,979
Schleicher	3,083	—	3,083	845	518	523	59	589
Scurry	11,545	3,815	7,730	3,093	2,051	2,109	249	2,862
Shackelford	6,211	—	6,211	1,705	1,256	1,312	135	1,407
Shelby	29,235	3,010	26,225	7,395	3,131	3,253	404	4,357
Sherman	2,026	—	2,026	540	435	441	40	637
Smith	69,090	28,279	40,811	18,093	11,230	11,613	1,297	21,281
Somervell	3,071	—	3,071	836	432	436	66	418
Starr	13,312	—	13,312	2,555	630	658	274	1,236
Stephens	12,356	5,826	6,530	3,568	2,439	2,591	281	3,926
Sterling	1,404	—	1,404	399	264	295	39	545
Stonewall	5,589	—	5,589	1,371	807	821	85	634
Sutton	3,977	2,528	1,449	1,022	572	573	104	1,450
Swisher	6,528	—	6,528	1,768	1,399	1,446	166	1,920
Tarrant	225,521	181,902	43,619	64,517	52,082	53,708	4,573	107,841
Taylor	44,147	26,612	17,535	11,780	9,023	9,444	1,048	17,205

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION--			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Terrell	2,952	—	2,952	753	392	395	81	907
Terry	11,160	4,009	7,151	2,863	1,951	2,004	197	3,338
Throckmorton	4,275	—	4,275	1,134	737	756	100	704
Titus	19,228	4,528	14,700	5,085	2,748	2,819	329	3,974
Tom Green	39,302	25,802	13,500	10,499	7,770	7,936	960	17,235
Travis	111,053	87,930	12,123	28,076	20,170	20,627	1,797	43,976
Trinity	13,705	—	13,705	3,358	1,387	1,468	190	2,261
Tyler	11,948	—	11,948	2,942	1,381	1,412	182	1,844
Upshur	26,178	3,155	23,023	6,482	3,344	3,427	340	3,538
Upton	4,297	2,695	1,702	1,264	1,013	1,028	145	2,349
Uvalde	13,246	6,679	6,567	3,368	1,786	1,819	283	3,764
Val Verde	15,453	13,343	2,110	3,664	1,874	1,931	337	4,218
Van Zandt	31,155	—	31,155	7,997	4,892	5,072	456	4,641
Victoria	23,741	11,666	12,175	6,190	3,756	3,847	451	9,064
Walker	19,868	5,108	14,760	4,563	1,951	2,039	256	3,721
Waller	10,280	—	10,280	2,739	976	999	184	2,003
Ward	9,575	3,944	5,631	2,612	1,801	1,842	262	4,001
Washington	25,387	6,435	18,952	6,628	2,318	2,367	437	4,623
Webb	45,916	39,274	6,642	10,025	4,349	4,465	710	10,761
Wharton	36,158	8,292	27,866	9,295	4,687	4,790	576	8,904
Wheeler	12,411	3,123	9,288	3,235	2,246	2,276	297	3,577
Wichita	73,604	53,514	20,090	19,949	15,845	16,407	1,646	31,850
Wilbarger	20,474	9,277	11,197	5,479	4,012	4,146	405	6,695
Willacy	13,230	4,050	9,180	3,105	1,322	1,369	271	2,370
Williamson	41,698	11,557	30,141	10,965	6,380	6,558	801	9,169
Wilson	17,066	—	17,066	3,872	1,477	1,512	258	2,191
Winkler	6,141	2,584	3,557	1,764	1,348	1,370	206	3,194
Wise	19,074	2,578	16,496	5,140	3,043	3,220	354	2,914
Wood	24,360	3,223	21,137	6,275	3,579	3,651	439	4,035
Yoakum	5,354	—	5,354	1,494	987	1,017	153	918
Young	19,004	8,672	10,332	5,179	3,685	3,753	481	6,730
Zapata	3,916	—	3,916	861	170	171	69	119
Zavala	11,603	6,529	5,074	2,440	721	760	165	1,337
Total State	6,414,824	2,011,389	3,503,435	1,678,396	1,090,306	1,122,042	116,824	\$19,109,914

(*) Includes Service Establishments Receipts of Loving County.
(**) Retail sales only.

UTAH

Population 550,310
Families 139,487
Radio Homes, 1940 Census 126,418
Radio Homes, NAB Projection 128,923

County	POPULATION--			RADIO HOMES			RETAIL—SERVICE	
	Total	Urban	Rural	Families	1940 Census	NAB Projection	Stores	Sales
Beaver	5,014	—	5,014	1,245	1,050	1,073	94	\$1,099
Box Elder	18,832	5,641	13,191	4,516	4,134	4,215	327	4,499
CACHE	29,797	11,868	17,929	7,470	6,981	7,116	455	8,692
Carbon	18,459	8,057	10,402	4,608	3,836	3,888	274	6,466
Daggett	564	—	564	131	76	80	7	64
Davis	15,784	3,357	12,427	3,776	3,503	3,562	179	2,796
Duchesne	8,958	—	8,958	1,961	1,467	1,500	110	1,304
Emery	7,072	—	7,072	1,615	1,341	1,359	90	674
Garfield	5,253	—	5,253	1,092	835	850	80	541
Grand	2,070	—	2,070	515	347	353	35	455
Iron	8,351	4,695	3,656	2,049	1,794	1,814	145	3,727
Juab	7,392	2,835	4,557	1,943	1,736	1,762	124	1,636
Kane	2,561	—	2,561	563	442	457	53	505
Millard	9,613	—	9,613	2,180	1,890	1,954	170	2,133
Morgan	2,611	—	2,611	634	576	598	43	488
Piute	2,203	—	2,203	545	436	453	37	364
Rich	2,028	—	2,028	497	468	475	24	166
Salt Lake	211,023	167,084	44,539	56,621	52,972	53,955	3,347	94,342
San Juan	4,712	—	4,712	997	405	420	40	430
Sanpete	16,063	—	16,063	4,011	3,620	3,685	360	2,655
Sevier	12,112	3,584	8,528	2,962	2,571	2,661	263	3,195
Summit	8,714	3,739	4,975	2,197	2,020	2,073	172	1,638
Tooele	9,133	5,001	4,132	2,359	2,120	2,155	157	2,198
Uintah	9,898	—	9,898	2,224	1,677	1,700	108	1,674
Utah	57,382	39,605	17,777	13,708	12,696	12,975	823	15,174
Wasatch	5,754	2,748	3,006	1,407	1,265	1,297	95	1,360
Washington	9,269	3,591	5,678	2,064	1,677	1,711	175	1,842
Wayne	2,394	—	2,394	494	391	403	34	132
Weber	56,714	43,688	13,026	15,103	14,092	14,379	938	21,896
Total State	550,310	305,493	244,817	139,487	126,418	128,923	8,759	\$182,147

VERMONT

Population	359,231
Families	92,435
Radio Homes, 1940 Census	80,253
Radio Homes, NAB Projection	81,905

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Addison	17,944	—	17,944	4,532	3,705	3,783	322	\$4,079
Bennington	22,286	7,628	14,658	6,138	5,459	5,584	514	7,983
Caledonia	24,320	7,437	16,883	6,566	5,634	5,784	523	9,296
Chittenden	52,098	33,722	18,376	12,684	11,521	11,748	920	22,419
Essex	6,490	—	6,490	1,678	1,376	1,390	148	1,182
Franklin	29,601	8,037	21,564	7,370	6,472	6,566	533	8,677
Grand Isle	3,802	—	3,802	931	767	790	65	734
Lamoille	11,028	—	11,028	2,852	2,381	2,411	218	3,174
Orange	17,048	—	17,048	4,470	3,544	3,607	312	4,182
Orleans	21,718	4,902	16,816	5,460	4,626	4,764	484	7,147
Rutland	45,638	17,082	28,556	11,789	10,285	10,528	973	18,258
Washington	41,546	21,989	19,557	10,589	9,293	9,482	851	16,280
Windham	27,850	13,858	13,992	7,365	6,455	6,544	573	11,613
Windsor	37,862	8,584	29,278	10,011	8,735	8,924	772	13,427
Total State ..	359,231	123,239	235,992	92,135	80,253	81,905	7,208	\$129,351

VIRGINIA

Population	2,677,773
Families	627,532
Radio Homes, 1940 Census	409,978
Radio Homes, NAB Projection	420,978

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Accomac	33,030	—	33,030	8,960	5,013	5,184	550	\$4,246
Albemarle	44,052	19,400	24,652	10,782	6,757	6,998	674	16,070
Charlottesville	Independent city—included in county above							
Alleghany	29,149	12,761	16,388	6,707	5,119	5,192	458	8,314
Clifton Forge	Independent city—included in county above							
Amelia	8,495	—	8,495	1,939	635	658	116	751
Amherst	20,273	—	20,273	4,129	2,112	2,154	235	1,673
Appomattox	9,020	—	9,020	2,022	931	962	128	1,470
Arlington	90,563	90,563	—	24,688	22,990	23,451	867	32,226
Alexandria	Independent city—included in county above							
Augusta	56,109	20,710	35,399	12,824	9,130	9,550	797	14,700
Staunton	Independent city—included in county above							
Bath	7,191	—	7,191	1,543	950	1,007	102	1,021
Bedford	29,687	3,973	25,714	6,830	3,462	3,515	405	3,579
Bland	6,731	—	6,731	1,424	841	848	78	355
Botetourt	16,447	—	16,447	3,697	2,308	2,346	234	1,600
Brunswick	19,575	—	19,575	4,082	1,608	1,643	214	2,328
Buchanan	31,477	—	31,477	6,013	3,112	3,157	453	3,654
Buckingham	13,398	—	13,398	2,857	995	1,018	149	944
Campbell	70,589	47,460	23,129	17,087	11,990	12,261	1,227	26,319
Lynchburg	Independent city—included in county above							
Caroline	13,945	—	13,945	3,030	1,308	1,337	185	1,412
Carroll	25,904	1,390	24,514	5,734	2,814	2,887	271	1,841
Charles City	4,275	—	4,275	881	312	318	47	188
Charlottesville	15,861	—	15,861	3,352	1,161	1,193	223	1,207
Chesterfield	31,183	3,194	27,989	7,599	5,716	5,870	324	3,015
Clarke	7,159	—	7,159	1,750	1,099	1,187	117	1,506
Craig	3,769	—	3,769	908	577	579	58	393
Culpeper	13,365	—	13,365	3,123	1,788	1,814	179	3,258
Cumberland	7,505	—	7,505	1,631	547	570	75	503
Dickenson	21,266	—	21,266	4,155	2,282	2,308	244	2,181
Dinwiddie	48,797	30,631	18,166	11,265	6,821	7,048	794	15,869
Petersburg	Independent city—included in county above							
Elizabeth City	38,181	9,401	28,780	7,508	5,709	6,121	412	7,620
Hampton	Independent city—included in county above							
Essex	7,006	—	7,006	1,646	667	705	141	1,189
Fairfax	40,929	2,576	38,353	8,747	6,938	7,105	344	4,840
Fauquier	21,039	—	21,039	4,906	2,763	2,827	310	4,028
Floyd	11,967	—	11,967	2,823	1,312	1,324	213	1,086
Fluvanna	7,088	—	7,088	1,657	729	746	98	676
Franklin	25,864	—	25,864	5,537	2,588	2,643	291	2,242
Frederick	26,103	12,095	14,008	6,731	5,217	5,337	533	9,956
Winchester	Independent city—included in county above							
Giles	14,635	—	14,635	3,114	2,048	2,084	193	2,089
Gloucester	9,548	—	9,548	2,473	1,221	1,287	151	1,552
Goochland	8,454	—	8,454	1,708	695	707	102	493
Grayson	21,916	1,805	20,111	4,958	2,777	2,829	297	3,656
Greene	5,218	—	5,218	1,116	324	327	65	269
Greensville	14,866	2,735	12,131	3,128	1,263	1,291	198	2,501
Halifax	41,271	5,252	36,019	8,732	3,404	3,617	460	5,329
Hanover	18,500	—	18,500	4,168	2,045	2,093	221	2,566

All money figures in the retail-service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	1910 NAB Projection	Stores	Sales
Henrico	235,002	193,042	41,960	61,611	52,105	53,209	4,175	122,057
Richmond	Independent city—included in county above							
Henry	36,561	10,080	26,481	7,912	4,832	5,057	496	7,928
Martinsville	Independent city—included in county above							
Highland	4,875	—	4,875	1,085	686	705	68	321
Isle of Wight	13,381	—	13,381	3,121	1,234	1,271	217	2,084
James City	8,849	3,942	4,907	1,739	1,115	1,167	146	2,943
Williamsburg	Independent city—included in county above							
King and Queen	6,954	—	6,954	1,568	588	605	96	376
King George	5,431	—	5,431	1,259	553	563	70	465
King William	7,855	—	7,855	1,902	908	927	144	1,587
Lancaster	8,786	—	8,786	2,182	1,079	1,115	173	1,527
Lee	39,296	—	39,296	8,227	4,056	4,134	332	3,569
Loudoun	20,291	—	20,291	4,840	3,204	3,306	305	4,422
Louisa	13,665	—	13,665	3,237	1,395	1,425	180	1,614
Lunenburg	13,844	—	13,844	3,152	1,316	1,354	157	1,797
Madison	8,465	—	8,465	1,870	846	862	114	662
Mathews	7,149	—	7,149	1,918	1,017	1,041	111	1,029
Mecklenburg	31,933	—	31,933	6,963	2,600	2,676	473	4,919
Middlesex	6,673	—	6,673	1,747	683	724	119	939
Montgomery	28,196	6,990	21,206	6,703	4,686	4,763	356	5,886
Radford	Independent city—included in county above							
Nansemond	34,114	11,343	22,771	8,121	4,378	4,560	551	8,673
Suffolk	Independent city—included in county above							
Nelson	16,241	—	16,241	3,435	1,601	1,634	248	1,476
New Kent	4,092	—	4,092	945	368	376	61	7659
Norfolk	238,943	203,115	35,828	61,578	48,186	49,924	4,077	92,214
South Norfolk	Independent city—included in county above							
Norfolk	Independent city—included in county above							
Portsmouth	Independent city—included in county above							
Northampton	17,597	—	17,597	4,371	2,401	2,468	330	3,835
Northumberland	10,463	—	10,463	2,455	1,292	1,342	163	1,292
Nottoway	15,556	2,699	12,857	3,464	1,737	1,812	248	3,303
Orange	12,649	—	12,649	2,964	1,647	1,681	209	3,181
Page	14,863	—	14,863	3,513	2,083	2,138	238	2,093
Patrick	16,613	—	16,613	3,523	1,337	1,367	191	1,106
Pittsylvania	94,446	32,749	61,697	21,103	12,707	12,932	1,008	21,658
Danville	Independent city—included in county above							
Powhatan	5,671	—	5,671	1,160	488	499	80	545
Prince Edward	14,922	3,475	11,447	3,427	1,524	1,556	210	3,325
Prince George	20,905	8,679	12,226	4,836	3,370	3,452	289	3,535
Hopewell	Independent city—included in county above							
Princess Anne	19,948	2,600	17,348	4,754	2,974	3,098	325	3,736
Prince William	17,738	—	17,738	3,158	1,939	2,007	253	3,208
Pulaski	22,767	8,792	13,975	5,072	3,410	3,510	290	4,322
Rappahannock	7,208	—	7,208	1,566	614	630	90	552
Richmond	6,634	—	6,634	1,512	710	734	135	997
Roanoke	112,184	78,479	33,705	27,949	23,422	23,878	1,713	44,335
Roanoke	Independent city—included in county above							
Rockbridge	26,719	8,249	18,470	6,243	4,193	4,334	385	5,246
Buena Vista	Independent city—included in county above							
Rockingham	40,057	8,768	31,289	9,658	6,528	6,721	600	12,965
Harrisonburg	Independent city—included in county above							
Russell	26,627	—	26,627	5,430	3,023	3,082	300	2,175
Scott	26,989	—	26,989	5,793	2,716	2,769	369	2,016
Shenandoah	20,898	—	20,898	5,275	3,677	3,766	436	3,571
Smyth	28,861	7,322	21,539	5,728	3,342	3,441	413	4,098
Southampton	26,442	3,466	22,976	5,548	2,240	2,319	323	3,887
Spotylvania	19,971	10,066	9,905	4,910	3,632	3,788	418	9,145
Fredericksburg	Independent city—included in county above							
Stafford	9,548	—	9,548	2,119	1,350	1,392	110	528
Surry	6,193	—	6,193	1,495	674	686	95	626
Sussex	12,485	—	12,485	2,727	935	989	172	1,622
Tazewell	41,607	6,544	35,063	8,814	6,292	6,389	488	7,830
Warren	11,352	3,831	7,521	2,651	1,828	1,884	230	3,188
Warwick	46,315	37,067	9,248	12,057	9,161	9,471	903	21,672
Newport News	Independent city—included in county above							
Washington	47,965	13,431	34,534	10,774	6,833	6,947	641	9,475
Bristol	Independent city—included in county above							
Westmoreland	9,512	—	9,512	2,291	885	928	191	1,304
Wise	52,458	11,347	41,111	11,071	6,770	6,932	595	8,465
Wythe	22,721	4,653	18,068	4,944	3,322	3,376	281	4,131
York	8,857	—	8,857	2,108	1,188	1,264	106	865
Total State	2,677,773	944,675	1,733,098	627,532	409,978	421,078	38,793	\$672,402

(*) Includes Service Establishment Receipts of New Kent County. (**) Retail sales only.

WASHINGTON

Population 1,736,191
 Families 537,337
 Radio Homes, 1940 Census 472,553
 Radio Homes, NAB Projection 486,684

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Adams	6,209	—	6,209	1,686	1,507	1,548	148	\$2,388
Asotin	8,365	3,115	5,249	2,447	2,174	2,239	99	1,235
Benton	12,053	—	12,053	3,329	2,748	2,810	200	2,869
Chelan	34,412	11,620	22,792	10,303	9,027	9,230	719	16,959
Clallam	21,848	9,409	12,439	6,488	5,406	5,569	410	7,529
Clark	49,852	23,221	26,631	14,617	13,235	13,490	851	15,270
Columbia	5,519	3,026	2,523	1,623	1,427	1,453	141	1,654
Cowlitz	40,155	19,134	21,021	11,678	10,329	10,564	715	14,753
Douglas	8,651	—	8,651	2,539	2,202	2,268	121	1,450
Ferry	4,701	—	4,701	1,397	990	1,014	86	783
Franklin	6,307	3,913	2,394	1,845	1,548	1,584	149	2,063
Garfield	3,383	—	3,383	985	880	896	76	1,377
Grant	14,668	3,659	11,009	4,719	3,916	3,988	399	5,700
Grays Harbor	53,166	29,681	23,485	16,572	13,918	14,372	1,148	21,357
Island	6,098	—	6,098	2,018	1,632	1,737	128	1,103
Jefferson	8,918	4,683	4,235	2,556	2,092	2,165	185	2,304
King	504,980	382,214	122,766	169,125	150,794	156,460	12,440	264,082
Kitsap	44,387	15,134	29,253	13,992	12,731	13,048	794	15,761
Kittitas	20,230	5,944	14,286	5,814	4,964	5,075	415	7,623
Klickitat	11,357	—	11,357	3,370	2,618	2,677	214	3,154
Lewis	41,393	12,271	29,122	12,260	10,278	10,635	820	13,090
Lincoln	11,361	—	11,361	3,278	2,929	2,975	290	4,621
Mason	11,603	3,707	7,896	3,616	2,967	3,028	244	3,584
Okanogan	24,546	2,918	21,618	6,803	5,368	5,509	434	7,046
Pacific	15,928	4,045	11,883	4,905	4,101	4,176	367	4,875
Pend Oreille	7,156	—	7,156	2,091	1,572	1,615	164	1,800
Pierce	181,081	117,297	64,784	74,711	49,690	50,924	2,752	72,536
San Juan	3,157	—	3,157	1,035	855	875	64	650
Skagit	37,650	13,107	24,543	11,098	9,659	9,980	885	12,543
Skamania	4,633	—	4,633	1,109	1,134	1,164	104	790
Snohomish	88,754	33,018	55,736	27,426	24,388	24,947	1,741	30,381
Spokane	161,652	122,001	42,651	49,863	44,715	45,791	3,389	76,774
Stevens	19,275	—	19,275	5,537	4,240	4,318	281	3,775
Thurston	37,285	13,254	24,031	11,584	10,324	10,569	752	14,990
Wahkiakum	4,286	—	4,286	1,215	1,012	1,055	59	746
Walla Walla	30,547	18,109	12,438	8,449	7,319	7,647	637	14,146
Whatcom	60,355	29,314	31,041	18,181	16,660	17,062	1,189	21,069
Whitman	27,221	7,270	19,951	7,888	5,138	7,310	668	10,858
Yakima	99,019	30,904	68,115	28,495	24,046	24,887	1,660	37,112
Total State	1,736,191	921,969	814,222	537,337	472,553	486,684	36,938	\$722,300

W. VIRGINIA

Population 1,901,974
 Families 444,815
 Radio Homes, 1940 Census 326,347
 Radio Homes, NAB Projection 334,239

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Barbour	19,869	—	19,869	4,866	3,044	3,111	252	\$2,275
Berkeley	29,016	15,063	13,953	7,526	6,072	6,199	547	7,099
Boone	28,556	—	28,556	6,035	3,939	4,086	262	4,540
Braxton	21,658	—	21,658	1,672	2,256	2,293	238	1,961
Brooke	25,513	13,437	12,076	6,208	5,367	5,149	348	4,499
Cabell	97,459	75,566	21,893	25,104	20,179	20,785	1,502	24,752
Calhoun	12,455	—	12,455	2,604	1,429	1,446	145	1,037
Clay	15,206	—	15,206	3,042	1,467	1,507	129	1,383
Doddridge	10,923	—	10,923	2,611	1,587	1,621	106	1,092
Fayette	80,628	5,558	75,070	17,874	13,556	13,841	764	17,972
Gilmer	12,046	—	12,046	2,708	1,447	1,472	144	1,001
Grant	8,805	—	8,805	2,018	1,225	1,252	143	1,171
Greenbrier	38,520	—	38,520	8,682	5,944	6,018	509	6,818
Hampshire	12,974	—	12,974	3,015	1,850	1,952	191	1,570
Hancock	31,572	7,594	23,978	7,556	6,827	6,947	448	6,921
Hardy	10,813	—	10,813	2,306	1,320	1,339	163	1,165
Harrison	82,911	35,967	46,944	20,628	16,217	16,666	1,170	21,644
Jackson	16,598	—	16,598	3,932	2,502	2,563	223	1,848
Jefferson	16,762	2,926	13,836	4,104	3,006	3,086	266	2,773
Kanawha	195,619	90,092	105,617	46,852	37,521	38,591	2,447	64,394
Lewis	22,271	8,268	14,003	5,097	3,661	3,756	289	3,912

All money figures in the retail service column are in thousands (\$000) of dollars.

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Lincoln	22,886	—	22,886	4,671	1,983	2,028	190	1,596
Loran	67,768	5,166	62,602	14,137	9,886	10,169	656	15,504
McDowell	94,354	9,206	85,148	20,022	14,838	15,062	790	22,056
Marion	68,683	26,250	42,433	17,182	13,990	14,334	886	16,489
Marshall	40,189	21,502	18,687	9,486	7,524	7,324	575	6,007
Mason	22,270	3,538	18,732	5,241	2,993	3,076	254	2,095
Mercer	68,289	28,067	40,222	15,575	12,231	12,458	829	17,032
Mineral	22,215	8,854	13,361	5,469	4,269	4,346	333	4,043
Mingo	40,802	8,366	32,436	8,702	5,342	5,439	434	8,380
Monongalia	51,252	16,055	34,597	13,138	10,228	10,502	789	14,034
Monroe	13,577	—	13,577	2,926	1,934	1,958	170	1,184
Morgan	8,743	—	8,743	2,151	1,554	1,630	175	1,084
Nicholas	24,070	5,051	19,019	5,072	2,884	2,949	199	2,361
Ohio	73,115	61,099	12,016	19,437	17,288	17,881	1,513	35,118
Pendleton	10,884	—	10,884	2,169	1,315	1,351	122	1,042
Pleasants	6,692	—	6,692	1,666	1,317	1,357	107	1,282
Pocahontas	13,906	—	13,906	3,067	1,828	1,855	209	1,867
Preston	30,416	—	30,416	7,137	4,685	4,774	409	3,521
Putnam	19,511	982	18,529	4,392	2,660	2,735	193	2,183
Raleigh	86,687	12,852	73,835	18,907	14,512	14,873	914	20,840
Randolph	30,259	8,133	22,126	6,865	4,875	5,026	368	6,212
Ritchie	15,389	—	15,389	3,885	2,477	2,534	214	1,926
Ronne	20,787	—	20,787	4,430	2,471	2,519	211	2,358
Summers	20,409	5,815	14,594	4,672	2,886	2,983	244	2,915
Taylor	19,919	7,431	12,488	4,877	3,569	3,647	299	3,439
Tucker	13,173	—	13,173	3,022	2,079	2,132	186	1,784
Tyler	12,559	2,702	9,857	3,260	2,247	2,296	162	1,987
Upshur	18,360	4,450	13,910	4,585	2,815	2,969	237	2,631
Wayne	35,566	7,172	28,394	7,735	4,569	4,629	297	2,246
Webster	18,080	—	18,080	3,783	2,223	2,260	124	2,024
Weitzel	22,342	3,491	18,851	5,371	3,515	3,577	383	3,541
Wirt	6,475	—	6,475	1,565	803	827	84	487
Wood	62,399	30,103	32,296	16,598	13,946	14,234	1,021	18,620
Wyoming	29,744	3,026	26,748	6,190	4,161	4,221	247	5,121
Total State	1,901,974	534,292	1,367,682	411,815	326,317	331,239	21,120	\$123,651

WISCONSIN

Population	3,137,587
Families	827,207
Radio Homes, 1940 Census	743,078
Radio Homes, NAB Projection	758,449

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1910 Census	NAB Projection	Stores	Sales
Adams	8,449	—	8,449	2,283	1,695	1,722	135	\$1,133
Ashland	21,801	11,101	10,700	5,528	4,635	4,762	404	7,215
Barron	34,289	5,719	28,570	8,822	7,475	7,627	661	9,839
Bayfield	15,827	—	15,827	4,226	3,323	3,370	265	2,920
Brown	83,109	52,608	30,501	20,506	18,897	19,223	1,685	37,174
Buffalo	16,090	—	16,090	4,124	3,402	3,452	273	3,212
Burnett	11,382	—	11,382	3,078	2,450	2,513	167	1,883
Calumet	17,618	—	17,618	4,382	3,914	3,990	404	4,445
Chippewa	40,703	10,368	30,335	9,595	8,025	8,206	722	11,347
Clark	33,972	2,562	31,410	8,600	6,794	6,942	631	7,562
Columbia	32,517	9,776	22,741	8,923	7,846	8,051	747	11,221
Crawford	18,328	4,622	13,706	4,556	3,714	3,794	325	3,582
Dane	130,660	72,190	58,470	35,372	33,071	33,787	2,582	62,699
Dodge	54,280	20,752	33,528	13,918	12,624	12,886	1,094	14,009
Door	19,095	5,439	13,656	4,963	4,228	4,349	433	5,913
Douglas	47,119	35,136	11,983	12,862	11,366	11,595	873	17,599
Dunn	27,375	6,582	20,793	7,036	5,923	6,086	424	6,370
Eau Claire	46,999	30,745	16,254	12,578	11,012	11,342	735	18,771
Florence	4,177	—	4,177	1,088	866	878	79	664
Fond du Lac	62,353	33,685	28,668	16,362	14,918	15,265	1,310	23,144
Forest	11,805	—	11,805	2,700	2,096	2,139	189	2,279
Grant	40,639	7,725	32,914	10,847	9,178	9,337	806	11,671
Green	23,146	6,128	16,964	6,477	5,778	5,870	514	8,869
Green Lake	14,092	4,215	9,877	3,998	3,470	3,503	360	4,742
Iowa	20,595	—	20,595	5,438	4,561	4,642	402	4,219
Iron	10,049	3,375	6,674	2,584	2,158	2,234	279	2,469
Jackson	16,599	2,539	14,060	4,288	3,333	3,430	300	3,854
Jefferson	38,868	17,759	21,109	10,803	9,844	10,077	929	15,549
Juneau	18,708	2,621	16,087	4,938	3,792	3,908	365	4,318
Kenosha	63,505	48,765	14,740	16,764	16,054	16,303	1,196	23,377
Kewaunee	16,680	5,185	11,495	4,261	3,733	3,772	361	3,684
La Crosse	59,653	42,707	16,946	15,851	14,516	14,781	1,107	25,196
Lafayette	18,695	—	18,695	4,876	4,172	4,253	376	4,602
Lanai	23,227	9,495	13,732	5,634	4,832	4,935	481	7,199
Lincoln	22,536	12,076	10,460	5,778	4,720	4,842	462	6,127
Manitowoc	61,617	34,706	26,911	15,846	14,678	14,947	1,206	21,898
Marathon	75,915	27,468	48,447	18,094	15,383	15,735	1,248	22,000
Marquette	36,225	14,183	22,042	9,143	7,743	7,931	607	10,390

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Marquette ..	9,097	—	9,097	2,530	2,026	2,062	212	1,957
Milwaukee ..	766,885	705,672	61,213	209,682	200,528	204,239	15,428	351,057
Monroe	30,080	9,637	20,443	7,512	5,967	6,076	565	7,764
Oconto	27,075	5,362	21,713	6,593	5,471	5,634	542	4,951
Oneida	18,938	8,501	10,437	5,059	4,158	4,297	492	7,924
Outagamie ..	70,032	42,950	27,082	17,519	16,079	16,483	1,248	26,470
Ozaukee	18,985	4,046	14,939	5,002	4,635	4,712	407	6,395
Pequin	7,897	—	7,897	1,987	1,620	1,638	165	2,081
Pierce	21,471	2,516	18,955	5,788	4,843	4,974	461	6,004
Polk	26,197	—	26,197	6,806	5,770	5,869	439	6,296
Portage	35,800	15,777	20,023	8,386	7,012	7,120	589	9,477
Price	18,407	3,252	15,215	4,770	3,551	3,671	320	4,519
Racine	94,047	71,609	22,438	24,992	23,880	24,291	1,733	36,080
Richland	20,381	4,364	16,017	5,280	4,358	4,469	363	4,483
Rock	80,173	51,623	28,550	22,452	20,662	21,200	1,441	32,949
Rusk	17,737	3,671	14,066	4,416	3,509	3,572	299	4,098
St. Croix	24,842	3,277	21,565	6,349	5,541	5,758	492	6,630
Sauk	33,700	10,023	23,677	9,125	7,592	7,922	722	11,003
Sawyer	11,540	—	11,540	2,910	2,129	2,192	227	2,881
Shawano	35,378	5,565	29,813	8,551	7,053	7,183	691	7,765
Sheboygan ..	76,221	48,203	28,018	20,558	19,202	19,576	1,370	27,287
Taylor	20,105	—	20,105	4,928	3,631	3,699	304	3,605
Trempealeau ..	24,381	—	24,381	6,196	5,022	5,124	437	5,500
Vernon	29,940	3,549	26,391	7,767	6,261	6,346	503	5,869
Vilas	8,894	—	8,894	2,356	1,836	1,866	158	3,621
Walworth	33,103	10,371	22,732	9,489	8,720	8,942	956	14,976
Washington ..	12,496	2,639	9,857	3,341	2,686	2,732	232	3,003
Washington ..	28,430	9,362	19,068	7,417	6,735	6,852	522	8,353
Waukesha	62,744	23,804	38,940	16,413	15,260	15,747	1,285	21,798
Waupaca	34,614	11,263	23,351	9,085	7,793	7,961	782	10,114
Waushara	14,268	32	14,236	3,911	3,128	3,173	273	2,924
Winnebago	80,507	60,215	20,292	21,742	20,162	20,590	1,465	31,389
Wood	44,465	21,775	22,690	11,173	9,839	10,000	792	15,056
Total State ..	3,137,587	1,679,144	1,458,443	827,207	743,078	758,149	61,062	\$1,127,415

WYOMING

Population	250,742
Families	69,374
Radio Homes, 1940 Census ..	57,126
Radio Homes, NAB Projection	58,531

County	POPULATION			Families	RADIO HOMES		RETAIL—SERVICE	
	Total	Urban	Rural		1940 Census	NAB Projection	Stores	Sales
Albany	13,946	10,627	3,319	4,139	3,587	3,657	241	80,859
Big Horn	12,911	—	12,911	3,307	2,697	2,747	284	4,088
Campbell	6,048	—	6,048	1,795	1,359	1,408	116	1,882
Carbon	12,644	5,531	7,113	3,765	3,227	3,005	270	6,070
Converse	6,631	—	6,631	1,939	1,504	1,563	158	2,554
Crook	5,463	—	5,463	1,480	1,065	1,105	103	958
Fremont	16,095	5,134	10,961	4,359	3,041	3,127	339	5,286
Goshen	12,207	—	12,207	3,101	2,487	2,561	217	3,368
Hot Springs ..	4,607	—	4,607	1,424	1,087	1,105	95	1,652
Johnson	4,980	—	4,980	1,516	1,205	1,244	150	1,707
Laramie	33,651	22,474	11,177	8,180	7,437	7,566	610	15,706
Lincoln	10,286	—	10,286	2,552	2,238	2,258	219	3,097
Natrona	23,858	17,964	5,894	7,364	6,342	6,515	535	13,295
Niobrara	5,988	—	5,988	1,720	1,353	1,394	122	3,350
Park	10,976	2,536	8,440	3,087	2,463	2,539	251	4,303
Platte	8,013	—	8,013	2,232	1,751	1,799	158	2,880
Sheridan	19,255	10,529	8,726	5,427	4,660	4,754	508	8,987
Sublette	2,778	—	2,778	816	648	651	69	856
Sweetwater ..	19,407	12,407	6,940	5,583	4,844	4,884	357	8,878
Teton	2,543	—	2,543	715	582	587	75	1,178
Vinta	7,223	3,605	3,618	1,809	1,521	1,571	150	2,921
Washakie	5,858	2,710	3,148	1,443	1,121	1,170	111	2,552
Weston	4,958	—	4,958	1,421	1,104	1,121	138	1,796
Yellowstone								
Nat. Pk. (Part)	416	—	416	290	193	200	36	879
Total State ..	250,742	93,577	157,165	69,374	57,126	58,531	5,312	\$104,700

All money figures in the retail-service column are in thousands (\$000) of dollars.

Preliminary Estimates of Civilian Population of the United States, by States: May 1, 1942, With Comparative Figures as of April 1, 1940

(A minus sign (--) denotes decrease.)

	Total Population (1910 U. S. Census)	Estimated Civilian Population (April 1940) (Source: Census Bur.)	Estimated increase in the Civilian Population between April 1940, and May 1942	
			Number	Percent
Alabama	2,832,961	2,917,707	90,475	3.2
Arizona	499,261	464,725	--32,262	-6.5
Arkansas	1,949,387	1,973,033	25,304	1.3
California	6,907,387	7,187,880	302,856	4.4
Colorado	1,123,296	1,093,569	--23,864	-2.1
Connecticut	1,709,242	1,773,101	66,535	3.9
Delaware	266,505	276,633	11,508	4.3
D. C.	663,091	821,299	163,680	24.9
Florida	1,897,414	1,949,086	60,895	3.2
Georgia	3,123,723	3,081,632	--14,792	-0.5
Idaho	524,873	478,969	--45,809	-8.7
Illinois	7,897,241	8,008,067	132,960	1.7
Indiana	3,427,796	3,493,515	65,723	1.9
Iowa	2,538,268	2,455,132	--81,300	-3.2
Kansas	1,801,028	1,725,176	--69,194	-3.9
Kentucky	2,845,627	2,762,483	--69,388	-2.5
Louisiana	2,363,880	2,435,364	77,108	3.3
Maine	847,226	835,164	--7,458	-0.9
Maryland	1,821,244	1,903,282	94,537	5.2
Massachusetts	4,316,721	4,290,194	--26,475	-0.6
Michigan	5,256,106	5,562,183	311,592	5.9
Minnesota	2,792,300	2,667,916	--119,677	-4.3
Mississippi	2,183,796	2,138,559	--44,819	-2.1
Missouri	3,784,664	3,750,257	--32,953	-0.9
Montana	559,456	523,825	--33,903	-6.1
Nebraska	1,315,834	1,241,143	--71,708	-5.5
Nevada	110,247	128,697	18,708	17.0
New Hampshire	491,524	472,731	--18,577	-3.8
New Jersey	4,160,165	4,245,062	84,909	2.0
New Mexico	531,818	489,872	--41,851	-7.9
New York	13,479,142	12,929,781	--505,586	-3.8
North Carolina	3,571,623	3,493,047	--67,406	-1.9
North Dakota	641,935	588,539	--53,167	-8.3
Ohio	6,907,612	6,959,627	52,095	0.8
Oklahoma	2,336,434	2,180,545	--146,320	-6.3
Oregon	1,089,684	1,069,069	--18,573	-1.7
Pennsylvania	9,900,180	9,712,618	--187,556	-1.9
Rhode Island	713,346	723,897	17,125	2.4
South Carolina	1,899,804	1,904,418	14,756	0.8
South Dakota	642,961	589,967	--52,594	-8.2
Tennessee	2,915,841	2,932,235	16,410	0.6
Texas	6,414,824	6,467,012	67,604	1.1
Utah	550,310	554,054	4,074	0.7
Vermont	359,231	344,061	--12,640	-3.5
Virginia	2,677,773	2,803,861	167,812	6.4
Washington	1,736,191	1,755,784	43,664	2.6
West Virginia	1,901,974	1,863,402	--38,205	-2.0
Wisconsin	3,137,587	3,064,356	--72,528	-2.3
Wyoming	250,742	232,864	--17,878	-7.1
Total	131,669,275	131,315,393	--7,743	-.006

Source: U. S. Department of Commerce, Bureau of Census.

"SHIFTING POPULATIONS"

CHANGES IN POPULATION SINCE THE 1940 CENSUS
AS ESTIMATED BY BUREAU OF CENSUS AND THE OPA

ALABAMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Birmingham (Jefferson)	459,930	502,000	9.1
Mobile (Mobile)	141,974	189,000	33.1
Montgomery (Montgomery)	114,420	144,000	29.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Barbour 15	De Kalb 10	Shelby 10
Calhoun 10	Lauderdale 10	Sumter 15
Chilton 40	Madison 10	Talladega 30
Dale 10		

ARIZONA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Phoenix (Maricopa)	186,193	186,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Coconino 20	Greenlee 30	Yuma 30

ARKANSAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Little Rock (Pulaski)	156,085	176,000	12.8

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Baxter 10	Jefferson 15	Sebastian 30
Desha 10	Miller 15	White 30

CALIFORNIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Fresno (Fresno)	178,565	179,000	—
Los Angeles (Los Angeles and Orange)	2,916,403	3,045,000	4.5
Sacramento (Sacramento)	170,333	177,000	4.1
San Francisco-Oakland (Alameda Contra Costa, Marin, San Francisco, San Mateo, Solano)	1,161,804	1,512,000	6.6
San Diego (San Diego)	289,348	373,000	35.1
San Jose (Santa Clara)	174,949	173,000	—0.6
Stockton (San Joaquin)	134,207	131,000	—2.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Inyo 20	Santa Barbara 10	Yuba 80
San Louis Obispo 20	Shasta 10	

COLORADO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Denver (Arapahoe, Denver, Jefferson)	385,287	398,000	4.2
Pueblo (Pueblo)	68,870	74,000	7.1

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	
El Paso	30

CONNECTICUT

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Bridgeport (Fairfield)	418,384	449,000	7.4
Hartford-New Britain (Hartford Middlesex)	506,188	557,000	10.1
New Haven-Waterbury	484,316	520,000	7.4

DELAWARE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Wilmington (New Castle)	179,562	186,000	4.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	
Sussex	10

DISTRICT OF COLUMBIA

Metropolitan District—	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Washington, (District of Columbia; Montgomery Prince Georges, Md.; Alexandria City, Arlington, Va.)	927,056	1,151,000	25.1

FLORIDA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jacksonville (Duval)	210,143	258,000	22.9
Miami (Dade)	267,739	265,000	-1.1
Tampa-St. Petersburg (Hillsborough, Pinellas)	272,000	273,000	0.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent		Per Cent		Per Cent	
Bay	20	Escambia	10	Leon	10
Bradford	70	Gulf	10	Monroe	20
Clay	30	Highlands	15	Okaloosa	10

GEORGIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlanta (DeKalb, Fulton)	479,828	503,000	5.2
Augusta (Richmond)	81,863	89,000	8.5
Columbus (Muscogee, Russell, Ala.)	111,269	123,000	10.8
Macon (Bibb)	83,783	92,000	9.5
Savannah (Chatham)	117,970	127,000	8.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent		Per Cent		Per Cent	
Berrien	30	Chattooga	10	Liberty	50
Camden	10	Dougherty	15	Stephens	10

IDAHO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bonneville	30	Elmore	20	Valley	10
Clark	10				

ILLINOIS

	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Metropolitan District—(County)			
Chicago (Cook, Dupage, Lake; Lake, Ind.)	4,581,111	4,725,000	3.3
Decatur (Macon)	84,693	88,000	3.5
Peoria (Peoria, Tazewell)	211,736	202,000	-4.7
Rockford (Winnebago)	121,178	131,000	8.3
Springfield (Sangamon)	117,912	116,000	-1.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Champaign	10	Hardin	10

INDIANA

	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Metropolitan District—(County)			
Evansville (Vanderburgh; Hen- derson, Ky.)	157,803	168,000	6.3
Fort Wayne (Allen)	155,084	165,000	6.5
Indianapolis (Marion)	460,926	492,000	7.4
South Bend (St. Joseph)	161,823	167,000	3.1
Terre Haute (Vigo)	99,709	100,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Bartholomew	10	LaPorte	10	Scott	10
Johnson	60	Porter	10	Starke	20

IOWA

	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Metropolitan District—(County)			
Cedar Rapids (Linn)	89,142	90,000	1.1
Davenport-Rock Island-Moline (Scott; Rock Island, Ill.)	198,071	211,000	6.6
Des Moines (Polk)	195,835	197,000	1.0
Sioux City (Woodbury)	103,627	97,000	-6.7
Waterloo (Black Hawk)	79,946	81,000	1.3

KANSAS

	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Metropolitan District—(County)			
Topeka (Shawnee)	91,247	80,000	-12.1
Wichita (Sedgewick)	143,311	178,000	24.5

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Labette	15

KENTUCKY

	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Metropolitan District—(County)			
Louisville (Jefferson; Clark and Floyd, Ind.)	451,473	498,000	10.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Union	70

LOUISIANA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
New Orleans (Jefferson, Orleans Parishes)	544,961	571,000	5.3
Shreveport (Caddo, Parish)	150,203	157,000	4.7

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Beauregard 10	La Salle 20	St. Mary 10
Calcasieu 10	Rapides 20	Vernon 30
East Baton Rouge 20		

MAINE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Cumberland)	146,000	151,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent
Piscataquis 50	York 10

MARYLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Baltimore (Baltimore City, Anne Arundel, Baltimore)	1,083,360	1,126,000	4.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent
Charles 10	Harford 15	Howard 10

MASSACHUSETTS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Boston (Essex, Middlesex, Nor- folk, Plymouth, Suffolk)	2,824,955	2,811,000	-0.4
Fall River-New Bedford (Bris- tol)	364,637	364,000	-0.3
Lowell-Lawrence-Haverhill	Included in Boston Metropolitan District		
Springfield - Holyoke (Hampden, Hampshire)	401,568	405,000	—
Worcester (Worcester)	504,170	494,000	-1.8

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent
Barnstable 10

MICHIGAN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Detroit (Macomb, Oakland Wayne)	2,377,329	2,710,000	14.2
Flint (Genesse)	227,914	227,000	-0.4
Grand Rapids (Kent)	246,338	246,000	—
Kalamazoo (Kalamazoo)	100,085	105,000	5.0
Lansing (Ingham)	130,616	219,000	-1.5
Saginaw-Bay City (Bay, Saginaw)	205,449	204,000	-0.5

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent
Missaukee 10	Oakland 10

MINNESOTA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Duluth-Superior (St. Louis; Douglas, Wis.)	254,036	240,000	—5.5
Minneapolis-St. Paul (Anoka, Hennepin, Ramsey, Washington)	927,707	915,000	—1.0

MISSISSIPPI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Jackson (Hinds)	107,273	116,000	8.4

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Forrest	30	Jackson	30	Lowndes	10

MISSOURI

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Kansas City, (Mo.)-Kansas City, (Kansas) (Jackson Co. Mo.; Johnson, Wyandotte Cos., Kansas)	656,226	664,000	1.2
St. Joseph (Buchanan)	94,067	83,000	—11.7
St. Louis (St. Louis City, St. Charles and St. Louis, Cos.; Madison, St. Clair, Ill.)	1,432,088	1,527,000	6.8
Springfield (Greene)	90,541	91,000	—

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Boone	10	Phelps	20	Pulaski	30
Newton	30				

MONTANA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Treasure	20

NEBRASKA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Lincoln (Lancaster)	100,585	98,000	—3.0
Omaha-Council Bluffs, Iowa (Douglas, Pottawattamie, Iowa)	314,318	318,000	1.6

County Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent
Deuel	30

NEVADA

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Clark	110	Mineral	90	Nye	10
Lander	10				

NEW HAMPSHIRE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Manchester (Hillsborough)	144,888	138,000	—4.8

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Rockingham	Per Cent 10
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NEW JERSEY

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Atlantic City (Atlantic)	124,066	116,000	—6.5
Trenton (Mercer)	197,318	202,000	2.5

NEW MEXICO

Counties Showing Estimated Percentage Increase In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent			
Bernalillo	20	Eddy	10	Otero	10
Chaves	15	Hidalgo	30		

NEW YORK

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Albany-Schenectady-Troy (Albany, Rensselaer, Schenectady)	465,643	464,000	—0.4
Binghamton (Broome)	165,749	160,000	—3.6
Buffalo-Niagara (Erie, Niagara) ..	958,487	970,000	1.3
New York-Northeastern N. J. (Bronx, Kings, Nassau, New York, Queens, Richmond, Rock- land, Westchester; Bergen, Es- sex, Hudson, Middlesex, Mon- mouth, Morris, Passaic, Union, N. J.)	11,143,584	10,752,000	—3.3
Rochester (Monroe)	438,230	423,000	—3.4
Syracuse (Onondaga)	295,108	288,000	—2.4
Utica-Rome (Herkimer, Oneida) ..	263,163	241,000	—8.4

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Tompkins	Per Cent 10
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NORTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Asheville (Buncombe)	108,755	101,000	—7.3
Charlotte (Mecklenburg)	151,826	149,000	—2.0
Durham (Durham)	80,244	82,000	2.5
Greensboro (Guilford)	No Figures Available		
Winston-Salem (Forsyth)	126,475	118,000	—6.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Per Cent	Per Cent	Per Cent			
Cumberland	10	New Hanover	30	Orange	10
Hyde	10	Onslow	50		

NORTH DAKOTA

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Mercer	Per Cent 10
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OHIO

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Akron (Summit)	339,405	358,000	5.6
Canton (Stark)	234,887	252,000	7.2
Cincinnati (Hamilton; Dearborn, Ind.; Campbell, Kenton, Ky.)	810,097	861,000	6.3
Cleveland (Cuyahoga)	1,217,250	1,231,000	1.2
Columbus (Franklin)	388,712	409,000	5.4
Dayton (Montgomery)	295,480	325,000	10.2
Hamilton-Middletown (Butler)	120,249	217,000	5.8
Springfield (Clark)	95,647	100,000	4.2
Toledo (Lucas)	344,333	332,000	-3.5
Youngstown (Mahoning, Trumbull)	372,566	365,000	-2.1

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent
Greene	10	Portage	10

OKLAHOMA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Oklahoma City (Okla.)	244,159	217,000	-11.1
Tulsa (Tulsa)	193,363	211,000	9.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Comanche	10	Mays	20	Muskogee	40

OREGON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Portland (Clackamas, Multnomah)	412,229	425,000	3.2

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

	Per Cent		Per Cent		Per Cent
Benton	20	Linn	40	Umatilla	10

PENNSYLVANIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Allentown-Bethlehem-Easton (Lehigh, Northampton)	346,492	355,000	2.6
Altoona (Blair)	140,358	133,000	-5.0
Erie (Erie)	180,889	185,000	2.2
Harrisburg (Dauphin)	177,410	182,000	2.8
Johnstown (Cambria)	213,459	238,000	11.7
Lancaster (Lancaster)	212,504	209,000	-1.9
Philadelphia (Delaware, Montgomery, Phil.; Burlington, Camden, Gloucester, N. J.)	2,956,296	3,027,000	2.5
Pittsburgh (Allegheny, Fayette, Washington, Westmoreland)	2,126,801	2,068,000	-2.8
Reading (Berks)	241,884	234,000	-3.3
Scranton—Wilkes-Barre (Lackawanna, Luzerne)	742,761	664,000	-10.6
York (York)	178,022	180,000	1.1

RHODE ISLAND

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Providence (Bristol, Kent, Newport, Providence)	680,853	688,000	1.6

SOUTH CAROLINA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Charleston (Charleston)	121,105	147,000	24.6
Columbia (Richland)	104,843	122,000	16.2

County Showing Estimated Percentage Increase In Population (Source: OPA.)

Dorchester	Per Cent 10
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TENNESSEE

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Chattanooga (Hamilton; Walker, Ga.)	211,502	229,000	8.5
Knoxville (Knox)	178,468	187,000	5.1
Memphis (Shelby)	358,250	361,000	0.8
Nashville (Davidson)	257,267	274,000	6.6

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Blount	Per Cent 15	Jefferson	Per Cent 15	Montgomery	Per Cent 30
Coffee	20	Loudon	10	Polk	10

TEXAS

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Amarillo (Potter)	54,265	51,000	-5.6
Austin (Travis)	111,053	117,000	5.4
Beaumont-Port Arthur (Jefferson)	145,329	160,000	10.3
Corpus Christi (Nueces)	92,661	119,000	28.0
Dallas (Dallas)	398,561	431,000	8.3
El Paso (El Paso)	131,067	136,000	7.9
Fort Worth (Tarrant)	225,521	236,000	4.4
Galveston (Galveston)	81,173	88,000	10.0
Houston (Harris)	528,961	555,000	4.9
San Antonio (Bexar)	338,176	354,000	12.0
Waco (McLennan)	101,898	109,000	6.9

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Bastrop	Per Cent 70	Hansford	Per Cent 10	Moore	Per Cent 30
Bell	30	Hockley	30	Oldham	15
Bowie	40	Jackson	10	Orange	70
Brazoria	50	Kleberg	20	Palo Pinto	15
Brazos	10	Lubbock	10	Tarrant	10
Brown	30	Marion	15	Taylor	15
Cochran	20	Matagorda	10	Terry	30
Hall	15	Midland	20	Zapata	10

UTAH

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April 1940 and May, 1942 Per Cent
Salt Lake City (Salt Lake)	211,623	220,000	4.3

Additional Counties Showing Estimated Percentage Increases In Population (Source: OPA.)

Davis	Per Cent 15	Tooele	Per Cent 10	Weber	Per Cent 20
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VERMONT
County Showing Estimated Percentage Increase
In Population (Source: OPA)

Addison Per Cent
 10

VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Norfolk - Portsmouth - Newport News (Hampton, Newport News, Norfolk, Portsmouth, South Norfolk Cities; Elizabeth City, Norfolk, Princess Anne, Warwick)	343,423	129,000	33.2
Richmond (Richmond City; Henrico)	235,002	245,000	4.3
Roanoke (Roanoke City; Roanoke)	112,184	110,000	-1.8

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

Per Cent		Per Cent		Per Cent
Fairfax 20	Montgomery 60	Tazewell 10		
Henry 10	Nottoway 90	York 10		
King George 10	Pulaski 20			

WASHINGTON

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Seattle (King)	504,980	549,000	9.1
Spokane (Spokane)	164,652	156,000	-4.3
Tacoma (Pierce)	182,081	183,000	5.8

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

Per Cent		Per Cent		Per Cent
Clark 20	Kitsap 70	Mason 15		
Franklin 10				

WEST VIRGINIA

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Charleston (Kanawha)	195,619	192,000	-2.0
Huntington-Ashland (Ky.) (Cabbell; Boyd, Ky.; Lawrence, Ohio)	190,102	186,000	-2.1
Wheeling (Brooke, Marshall, Ohio; Belmont, Ohio)	234,131	223,000	-4.7

Additional Counties Showing Estimated Percentage Increases
In Population (Source: OPA.)

Per Cent		Per Cent
Gilmer 10	Monongalia 10	

WISCONSIN

Metropolitan District—(County)	Total Population (1940 U. S. Census)	Estimated Civilian Population May, 1942	Estimated Increase Civilian Between April, 1940 and May, 1942 Per Cent
Madison (Dane)	130,660	135,000	3.1
Milwaukee (Milwaukee)	766,885	766,000	-0.1
Racine - Kenosha (Kenosha, Racine)	157,552	155,000	-1.3

LOCAL WAR EFFORT BROADCASTS

For Six Months

(Compiled by Arthur Stringer)

	Spots	3 Min. Live	5 Min. Live	10 Min. Live	15 Min. Live	20 Min. Live	25 Min. Live	30 Min. Live	35 Min. Live	40 Min. Live	45 Min. Live
Army	248,830	410	2,430	720	8,280		470	2,930			7
Navy	266,140	1,060	2,610	570	8,680	10		1,200		10	2
Marines	189,080		1,320	390	8,320	30	10	430			
Coast Guard	134,600		170	310	740	90		60			
Civil Service	133,090		20	10	180						
Recr. Shipyard Workers	9,070										
Recr. Nurses & Doctors	90,680		200	680	1,061		20	70			
Labor Recr. War Industry Training Info.	72,810		1,010	180	1,810			60			
CAA	6,390		220		90						
Treasury	985,430	260	2,770	420	7,690	20	20	2,500		10	250
Army Emergency Relief	24,140		270	30	430			30			
USO	96,000		750	100	1,880		10	1,000			
Red Cross	124,430	50	480	740	1,880			210			
Civilian Defense, all kinds	100,630	60	7,500	1,730	7,830		10	510			30
Don't Spread Rumors	5,650			10	270			10			
Victory Gardens	7,620		400	260	310						
Nutrition	6,640		760	660	1,020		80				
Fire Prevention Week (Oct. Only)	11,240		200	80	330						
Can't Do Business with Hitler	160		10								
Neighborhood Call	390				70						
This Is Our Enemy					10			140			
Three Thirds of a Nation								40			
The Home Front			120		1,270			1,360			
OWI-WPB-OPA-AGRI	436,520										
Fuel Conservation	30,740										
Other Government Agencies	95,550	240	2,710	1,270	18,270		300	4,430	10	10	130
TOTALS	3,075,830	2,080	23,950	8,160	70,421	150	920	14,980	10	30	500

PTS BY AMERICAN STATIONS

Ending October 1942

(VAB Director of Promotion)

55 Min. Live	60 Min. Live	80 Min. Live	85 Min. Live	90 Min. Live	105 Min. Live	130 Min. Live	178 Min. Live	210 Min. Live	260 Min. Live	360 Min. Live	3 Min. ET	5 Min. ET	10 Min. ET	15 Min. ET	20 Min. ET	30 Min. ET	45 Min. ET	60 Min. ET
40	480	20	100	10	18,644	..	10
..	10	..	10	10	10	10	60	..	16,090	20	890
..	10	110	9,020	..	120
..	10
..	50
..	20
..	20
..	300	..	230
..
20	760	10	20	..	10	10	700	5,290	..	101,930	..	120	..	40
..
..	10	10	10
..	20	..	20
..	20	10	10	270
..
..
..	10
..	170	20
..	29,160
..	8,430
..	1,750
..	340
..	130
..	4,370
..
10	160	10	30	940	40	9,730	..	750	30	30
40	1,450	10	10	50	30	10	10	10	10	10	730	6,860	190	198,134	20	4,000	30	70



What Majesty... What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets... *release your message*

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BEAIR AND CO.

locally. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job... Don Lee.



THE NATION'S GREATEST REGIONAL NETWORK



NETWORKS
OF THE
UNITED STATES



NATIONAL
REGIONAL



THE BLUE NETWORK CO., INC.



MARK WOODS

through adolescence, has reached maturity in wartime. It has served the nation in both war and peace.

The Blue Network was created as an independent corporation in January, 1942—with our nation in a war for survival. And, because it was new with no preconceived ideas, its philosophy and its action has been influenced by wartime conditions just as broadcasting, compared to wireless telegraphy, was influenced by the war of twenty-five years ago.

Profitable First Year

In its first year of existence the Blue Network ended "in the black." However, no one can judge a company solely on present financial profits. There are other intangible and non-monetary profits that far outweigh monetary ledger balances. A few concise facts speak for themselves. The Blue Network started with 116 affiliates; today 146 stations are carrying Blue programs. Prospects for 1943 indicate a decided increase, both in the number of clients and network hours and in the number of stations carrying commercial programs.

This record could not be accomplished by following set formulae that had worked in the case of the older networks. Fixed policies were abandoned; new policies established to meet changing conditions. It was felt that an open-minded attitude toward taboos was demanded. Each problem, each condition, was considered on its merits.

Open-Minded Policy

This open-minded attitude, always indicative of a young, aggressive organization, manned by young personnel, was

IN A NATION and a world at war there is only one yardstick by which any individual or any organization may be judged—that is the measurement of service. Radio broadcasting as we know it was born in wartime, and, growing

particularly fitted to meet wartime conditions. A shifting population, changes in the production of durable goods, the revolution in the food industry, fuel and travel rationing—all of these and many more were factors in our programming, our sales policy and our general policies.

Over a period of years network broadcasting, with many of the ablest program producers in show business, formulated its own programs. The Blue opened the doors to outside producers—tapping every source for finished presentations and for embryonic ideas. We found the network ban against transcribed programs unsuited to our needs, and declared our willingness to broadcast such programs, whether or not in the first instance they had been presented over another and competing network.

In order to give opportunity to every type of entertainment pattern, the program department has tried an average of 10 new shows each month. We hope to introduce still other new shows and program innovations in 1943.

Commercial Innovations

In the belief that, under the American system of broadcasting, it is the commercial advertiser or sponsor who provides the listener free of charge that which heretofore only the wealthiest could buy, the Blue gave special consideration to clients. The Blue pioneered in the adoption of the two-per cent cash discount and announced a daytime package rate, a special rate for advertisers buying time across the board on the entire network. Another innovation was a special discount structure under which an advertiser obtains a progressively increasing discount as more stations are ordered for a program.

Needless to say, all of these commercial innovations were available to all advertisers. Such policies were responsible to a large extent for the rise in the average number of stations by commercial clients—from 70 in February to 91 in December.

Broadcasting is an integral part of this modern life, and, if it is to be of service to the people who make it possible, it must change with conditions, meeting new needs as they arise but not forgetting the wisdom learned during years of trial and error. That is the philosophy of America's youngest network.

THE BLUE



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

BLUE NETWORK COMPANY, Inc.

30 Rockefeller Plaza
New York, N. Y.
(Telephone Number, Circle 7-5700)

BOARD OF DIRECTORS

DeSousa, George S.	Jolliffe, Charles B.
Hammond, John Hays, Jr.	Kobak, Edgar
Heath, Horton H.	Schairer, Otto S.
Woods, Mark	

Officers

Trammell, Niles Chairman, Executive Committee	Thrower, Fred M., Jr. Vice-President
Woods, Mark President	Yandell, Lunsford P. Vice-President
Kobak, Edgar Executive Vice-President	Rynd, Charles E. Treasurer
Borroff, E. R. Vice-President	Hennig, Anthony M. Assistant Treasurer
Carlin, Phillips Vice-President	Nicol, Alexander D. Controller
Gilman, Don E. Vice-President	MacConnach, Lewis Secretary
Kiggins, Keith Vice-President	Pfautz, Christian Assistant Secretary
Swezey, Robert D. Assistant Secretary	

DEPARTMENTS AND DIVISIONS

Executive Offices

Woods, Mark President
Kobak, Edgar Executive Vice-President
Yandell, Lunsford P. Vice-President

Continuity Acceptance Department

Kemble, Dorothy Editor

Engineering Department

Milne, George O. Chief Engineer

Information Department

Olenslager, George Manager

Office Management Department

Van Houten, D. B. Office Manager

Program

Carlin, Phillips Vice-President in Charge
Barry, Charles C. Eastern Program Manager
Bixler, James W. Night Program Manager
Diaz, Raymond Supervisor of Announcing

Ferguson, Ron Script Manager
Frazee, Harry H., Jr. Production Manager
Guy, Helen Business Manager
Johnstone, G. W.

Director News and Special Features
Summers, Harrison B.
Public Service Program Manager

National Spot Sales

Grabhorn, Murray B. Manager

Network Sales Department

Thrower, Fred M., Jr. Vice-President in Charge
Buckham, D. R. Eastern Sales Manager
Saudek, Robert

Assistant to Eastern Sales Manager
Simmel, Ludwig Sales Service Manager

Publicity Department

Mullin, Earl Manager
Cortada, Judith Trade News Editor

Research Department

Evans, Edward F. Manager

Sales Promotion Department

Hauser, B. J. Manager

Stations Department

Kiggins, Keith Vice-President in Charge

Norton, John H., Jr. Station Relations Manager

Dolan, Thomas J. Traffic Manager

Treasury Department

Rynd, Charles Treasurer

Hennig, Anthony M. Assistant Treasurer

Hede, Henry T., Jr. Purchasing Agent

Station WJZ

McNeil, John H. Manager

CENTRAL DIVISION—CHICAGO

Merchandise Mart

Phone, Delaware 1900

Boroff, E. R. Vice-President in Charge

Berry, G. I. National Spot and Local Sales Manager

Douglass, L. E. Program Business Manager

Drips, William E. Public Service Manager

Edgley, L. J. Continuity Editor

Horstman, E. C. Engineering Manager

Huber, E. J. Sales Promotion Manager

Wetzell, M. S. Production Manager

Koelker, A. J. Publicity Manager

Ewing, Robert Sales Traffic Supervisor

Peterson, R. S. Auditor and Business Manager

Rouse, Gene Supervisor of Announcing

Schoenfeld, Merritt R. Network Sales Manager

Stirton, J. L. Program Manager

Vernon, G. A. Research Manager

WESTERN DIVISION—HOLLYWOOD

6285 Sunset Boulevard

Phone, Hillside 8231

Gilman, Don E. Vice-President in Charge

Anderson, Clifford Program Business Manager

Brown, Dorothy L. Continuity Acceptance Editor

Dahlsted, Dresser M. Chief Announcer

Denechaud, R. G. Engineering Manager

Dorais, S. P. Auditor

Gates, Paul Night Program Manager

Tyson, Leo B. Program Manager

Hudson, Russell Sales Service Manager

Lonner, Walter W. Traffic Manager

Moore, Tracy Sales Manager

Moss, Robert Product Manager

Roberts, Clete Manager of Special Features

Samuel, Milton N. Publicity Manager

Sweeney, Kevin Sales Promotion Manager

WESTERN DIVISION—SAN FRANCISCO

Taylor and O'Farrell Streets

Phone, Graystone 6565

Ryan, W. B. Manager

Dwan, Robert E. Program Manager

Mayhorn, Harry Continuity Acceptance Editor

Palmer, T. B. Engineering Manager

Paltridge, J. G. Publicity and Promotion Manager

Peterson, Hilda T. Auditor

Rhodes, Lester R. Local Sales Manager

Robertson, Lawrence Production Manager

Stations Owned and/or Managed and/or Programmed by

The Blue Network Co., Inc.

WJZ, New York Owned, operated and represented by The Blue Network

WENR, Chicago Owned, operated and represented by The Blue Network

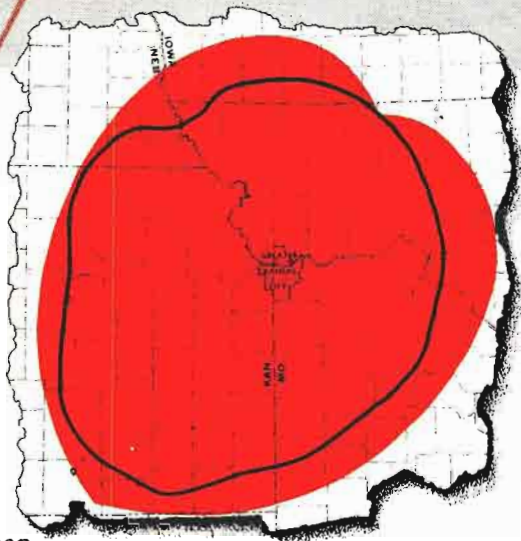
WMAL, Washington Owned by Evening Star Publishing Co.

Represented by The Blue Network

KGO, San Francisco Owned, operated and represented by The Blue Network

HAVING HEART * TROUBLE?

For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.



1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless *both* rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the *whole* Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those *who can hear, to listen.*

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) *throughout both halves* of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Rx Heart (of America) trouble of a sales nature should be treated by KMBC.

K M B C

OF KANSAS CITY

FREE & PETERS, INC.

COLUMBIA BROADCASTING SYSTEM



WILLIAM S. PALEY

NO THOUGHTFUL broadcaster can fail to sense, it seems to me, the challenge to radio implicit in all the issues, not only of the war, but of the peace and the post-war world. A durable peace as a victorious war can only be consummated, under modern circumstances, on a global basis. This means that "better understanding" between peoples of good will must cease to be a pious platitude and become a workaday reality. It will be, I think, partly, perhaps largely, the responsibility of broadcasting to quicken the intimate collaboration of democratic peoples upon which all hopes for a future of sanity and justice rest.

International Amity

The Columbia Broadcasting System sees great significance in the attention attracted in 1942 by its series, "An American in England," which was written and directed by Norman Corwin. This is being followed in 1943 by a new series with Larry Leseur, "An American in Russia." Another Columbia series devoted to international amity is "Calling Pan-America." These and

many other Columbia presentations keyed to the future are tokens of our own sense of responsibility to America and the United Nations.

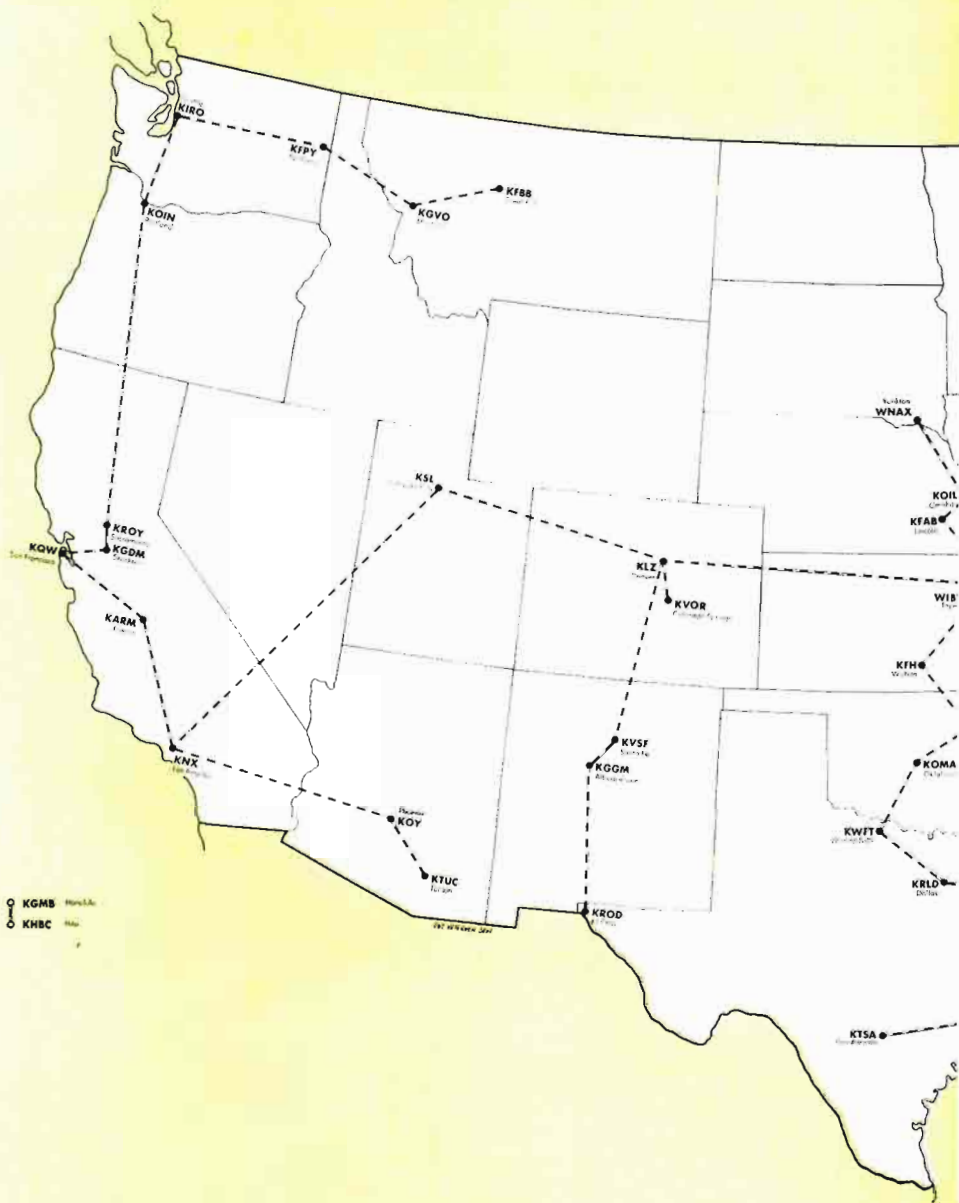
Radio's Responsibility

Listener reaction definitely indicates that Americans generally are beginning to realize that neither the United States nor the world can again be the same as before the war. The world can be worse or it can be better and radio will be expected and ready to do a lot to make it better. Radio is, therefore, pledged in a very practical sense to the ideals and hopes of our troops and our people.

Results of the "American System"

The skills which radio has now mobilized for the war were developed through the years of peacetime broadcasting under the competitive American system. It is a natural rather than a remarkable adaptation that has taken place. American radio is a great national asset in wartime in direct proportion to the inherent merits of the system in normal times. Competition has given the United States the largest single reservoir of trained radio personnel, equipment and knowledge possessed by any one country. This is the unique accomplishment of a free radio in a free country.

COLUMBIA BROADCAST



**NETWORK FACILITIES
AS OF JAN. 15, 1943**

CASTING SYSTEM



C O L U M B I A

Broadcasting System

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

John J. Burns
Prescott S. Bush
Ralph F. Colin

J. A. W. Iglehart
Paul W. Kesten
Edward Klauber

Isaac D. Levy
Leon Levy
Samuel Paley

William S. Paley
Dorsey Richardson
Mefford R. Runyon
Herbert Bayard Swope

Officers

William S. Paley.....President
Edward Klauber
Chairman of Executive Committee
Paul W. Kesten
Vice-President & General Manager
Joseph H. Ream.....Vice-President & Secretary
Frank Stanton.....Vice-President
Frank K. White.....Vice-President & Treasurer
H. V. Akerberg
Vice-President in Charge of Station Relations

William C. Gittinger
Vice-President in Charge of Sales
H. Leslie Atlass.....Vice-President, Chicago
Paul M. Hollister.....Vice-President in Charge
of Advertising and Sales Promotion
D. W. Thornburgh...Vice-President, Los Angeles
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Secretary
Arthur S. Padgett.....Auditor
William E. Forbes.....Executive Assistant

DEPARTMENTS AND DIVISIONS

Commercial Editing Department

Jan C. Schimek.....Commercial Editor
Donald I. Ball.....Assistant Commercial Editor
Dr. Arthur Jersild,
Consultant on Children's Programs

Construction and Building Operations Department

G. Stanley McAllister,
Director of Construction and
Building Operations
John R. Carey...Supervisor of Building Operations
C. R. Jacobs.....Manager of Construction

General Engineering Department

Edwin King Cohan,
Director of General Engineering
Warren D. White,
Engineer in Charge of Radio-Frequency Division
Howard A. Chinn,
Engineer in Charge of Audio-Frequency Division

Legal Department

Julius Brauner.....General Attorney
Howard L. Hausman.....Attorney

Network Sales Department

William C. Gittinger,
Vice-President in Charge of Sales
Allyn Jay Marsh.....Assistant Sales Manager
William J. Fagan.....Assistant Sales Manager
J. J. Karol.....Market Research Sales Counsel
Charles E. Midgely, Jr....Sales Service Manager

Personnel Department

Francis C. Barton, Jr.....Personnel Manager

Program Department

Douglas Coulter.....Director of Broadcasts
Davidson Taylor.....Assistant Director
of Broadcasts
Gerald Maulsby.....Assistant to Director of
Broadcasts

Copyright Division

Jan Schimek.....Director of Copyright Division

Short Wave Broadcasting and Latin American Affairs

Edmund Chester,
Director of Broadcasting to Foreign Countries
William H. Fineshriber, Jr.,
Director of Short Wave Programs
Lawrence S. Haas.....Shortwave News Director
Terig Tucci.....Music Director & Arranger
Roberto Unanue.....Assistant Director of Latin
American Relations
Wilbur Marcus.....Director of Publicity for
Latin American Network

W67NY—FM Division

Arthur H. Hayes...Frequency Modulation Manager

Music Division

James H. Fassett.....Director of Music Division
William H. Brennan,
Assistant Director in Charge of Serious Music
Wendell Adams,
Assistant Director in Charge of Light Music
Lucille Singleton...Assistant Director in Charge
of Vocalists and Auditions